

LIFE



YOUNG BROADWAY ACTRESSES

FEBRUARY 3, 1947

15 CENTS

YEARLY SUBSCRIPTION \$5.50



Self-charging portable—No more battery worries. Renews its power over and over again. Brings in more stations and has finer tone than many consoles. Light weight, cast aluminum case. See Model 250.



Amazingly rich tone. Only masters of electronics, like the G-E radio engineers, could produce a table model with this surpassing tone and performance. Handsome, rosewood brown plastic cabinet. Model 202.



General Electric's finest table radio-phonograph—Delight in Model 303's glorious natural color tone! Discover new beauty in your favorite records when played by the amazing G-E Electronic Reproducer.

*Glorifies records...
Enriches radio*

Plus all the magic of General Electric **FM**

You'll revel in the transcendent beauty of natural color tone from both records and radio when you listen to this newest of G-E radio-phonographs. Listening to programs on FM (genuine Armstrong FM) you'll share in radio's triumph over static, fading and station interference. And you'll hear both standard and short-wave broadcasts as you never heard them before:

GENERAL  ELECTRIC

170-F2

LEADER IN RADIO TELEVISION AND ELECTRONICS

natural color tone radios



KAY KYSER,
professor of the "College of
Musical Knowledge" heard each
Wednesday over NBC.



Here's the radio-phonograph music lovers have waited for—With wonderful FM (genuine Armstrong FM) and finer reception of standard and short-wave broadcasts. Precision tuning with the G-E Guillotine Tuner. 12" Dynapower Speaker. 9 tubes plus rectifier. Sensational G-E Electronic Reproducer. 18th Century inspired mahogany cabinet. Storage for 120 records. See Model 417.

General Electric Company, Bridgeport, Conn.



Handsome lifeguard in daring rescue. Every day, almost, Junior (very) Lifeguard Georgie rescues his "model" mother. It's good fun and exercise. Fortunately, Virginia knows that gums, too, need exercise. Because today's soft foods tend to make them tender and flabby. So the Swensens use Ipana — specially designed, with gentle massage, to help gums to healthier firmness.

This Mother never dreamed of becoming a Model

...until her lovely figure and winning smile won Virginia Swensen a Miami beauty contest

IT'S POSSIBLE that if she hadn't won a beauty contest, Virginia Swensen of Miami Springs might still be modeling aprons in her kitchen ... instead of fashions in a model agency.

It's possible—but not probable. With her figure, her bright-as-Florida-sunshine smile, she couldn't miss becoming a hit. Today this lovely mother knows more than ever the importance of a smile.

So she's teaching 4-year-old Georgie her own prized dental routine: *Regular brushing with Ipana, then gentle gum massage.*

Until recently a Nurse's Aid, Mrs. Swensen knows what thousands of dentists and schools are teaching today—that a radiant smile depends on sparkling teeth. And sparkling teeth call for firm, healthy gums. So start now toward a "model" smile yourself—with Ipana Tooth Paste



Giddyap Napoleon! A few more riding lessons and Georgie, a tireless radio fan, will have Snake-Eyes Sanchez biting the dust. But he needs no lessons in care of teeth and gums. "Every time you brush your teeth, massage your gums gently," his mother has taught him. This brief workout with Ipana helps speed up circulation within the gums.



Many parents could learn from their youngsters the importance of gum massage, taught in thousands of schools today. Also, 7 out of 10 dentists recommend gum massage, national survey shows. (And dentists, 2 to 1, prefer Ipana for their own personal use.) But let your dentist decide whether and how to massage your gums.



"A lifeguard must be strong," Virginia reminds ambitious Georgie, "with strong teeth and sound gums." Sensitive gums often herald their warning with "pink" on your tooth brush—a sign to see your dentist. Let him decide whether yours is simply a case for "the helpful stimulation of Ipana and massage."



Start today with Ipana and Massage

This One



ZYQ2-FGK-SQA5

RKO's PIC-TOUR OF THE MONTH



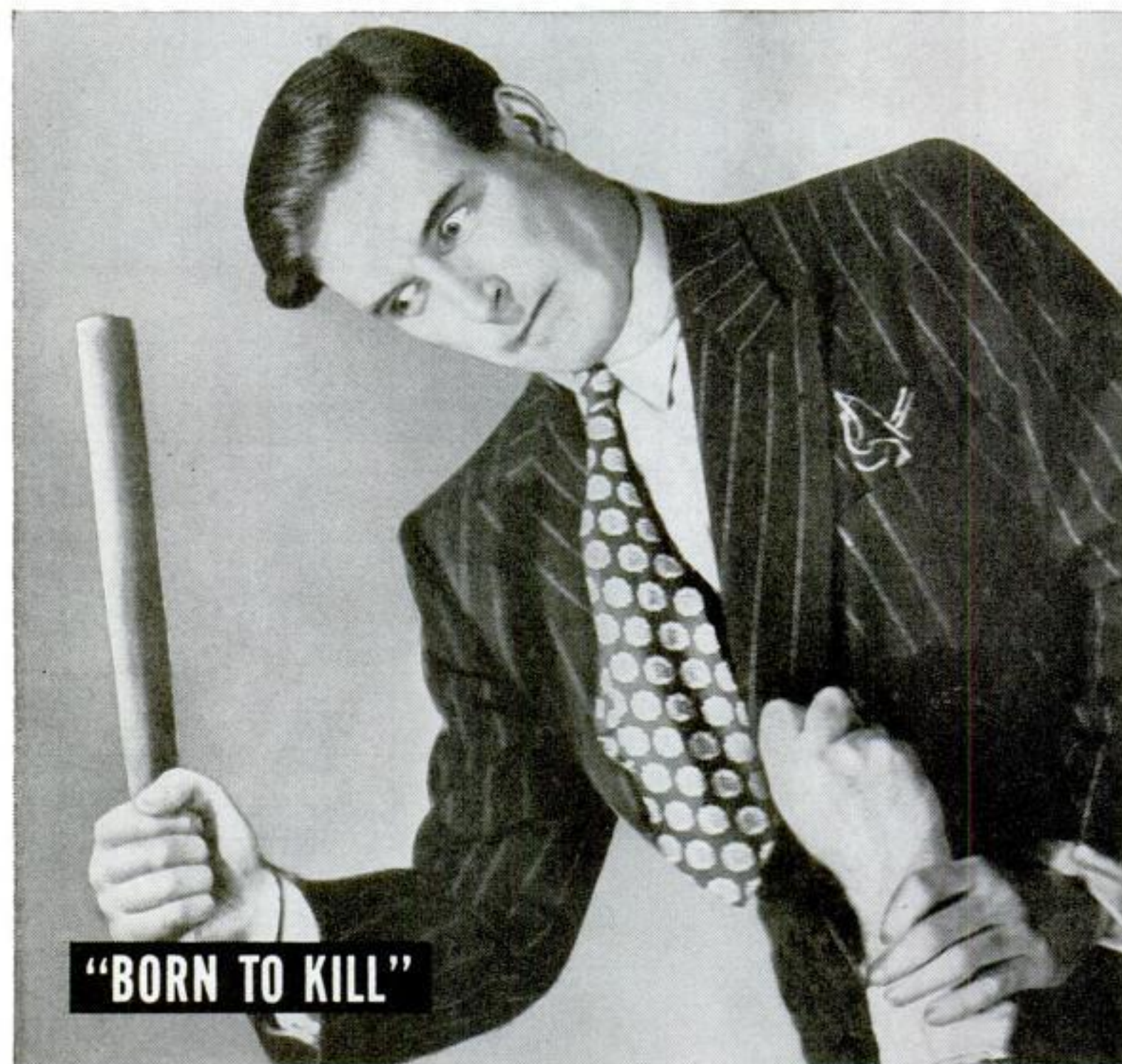
"HONEYMOON"

EVERY LITTLE MOVEMENT may have a meaning all its own, but not for bewildered FRANCHOT TONE, who takes a fling at the jitterbug with vivacious SHIRLEY TEMPLE in RKO's *Honeymoon*, gay comedy set in Mexico City. GUY MADISON is Shirley's handsome hero.



"TRAIL STREET"

DANCE HALL SIREN. While U. S. Marshal "Bat" Masterson, played by RANDOLPH SCOTT, fights for order in the lawless West, violent men battle over ANNE JEFFREYS (above), in RKO's *Trail Street*. Star cast includes ROBERT RYAN, GEORGE "GABBY" HAYES.



"BORN TO KILL"

KILLER WITHOUT CONSCIENCE, lover without heart, is ruthless LAWRENCE TIERNEY, the screen's most formidable man of menace, in RKO's *Born To Kill*. His suspense-sustaining co-stars in this drama of evil passions: CLAIRE TREVOR and WALTER SLEZAK.



"THE FARMER'S DAUGHTER"

ON RURAL LOCATION between scenes of RKO's *The Farmer's Daughter*, JOSEPH COTTEN watches, fascinated, as LORETTA YOUNG makes up for title role. ETHEL BARRYMORE embellishes star roster in this rich comedy of ambitious Swedish girl who falls for her Congressman boss.

THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE



"We're on a real rush job"

THOSE who are waiting for new telephone service can be assured that we are doing our best to get it to them.

We're adding telephones at the rate of 300,000 a month. That's good. But the job isn't done until we've furnished service to every one who wants it and there isn't a single person on the waiting list.

Getting materials and switchboards and erecting new buildings are our toughest jobs.

It takes more than money and know-how. It takes determination. You have to make up your mind you're going to do it and then get it done somehow. We're doing it that way.

BELL TELEPHONE SYSTEM



"Exquisite Hands..."
 serene and white as the waning moon"



*Wash clothes... and still
 have white hands!*



Let washing, work, and weather do their worst to your hands... Pacquins Hand Cream will help keep them looking their very best! Pacquins is wonderfully rich...leaves hands feeling soft and fresh.

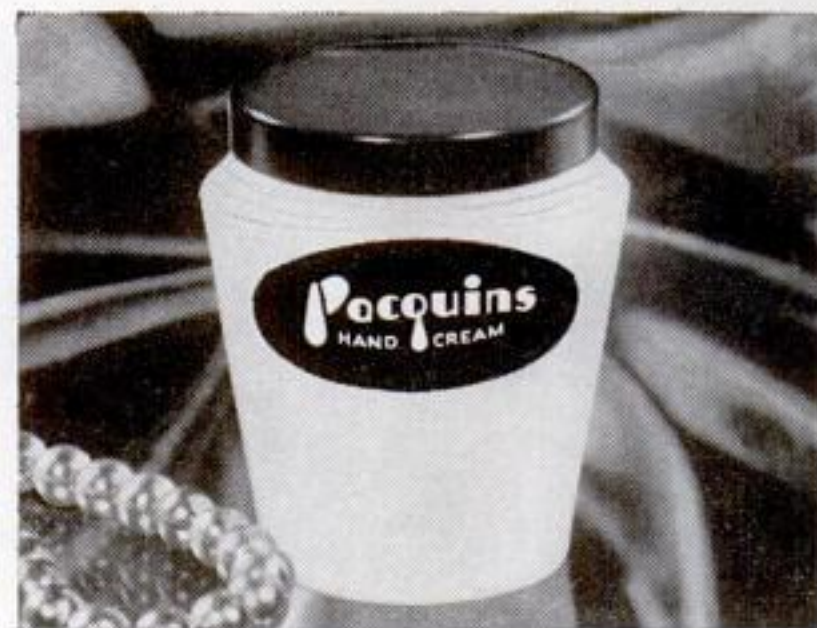
*Pacquins was first made
 for Doctors and Nurses*



Doctors' and nurses' hands are scrubbed 30 to 40 times a day. Pacquins was first made for them. Naturally Pacquins is effective enough to help keep *your* hands looking softer and smoother.

*Smooths on easily...
 disappears at once!*

Yes, fragrant Pacquins is actually a pleasure to use. Not at all sticky or greasy... won't spill. Once you use Pacquins... you'll understand why more hands use Pacquins than any other hand cream in the world.



AT ANY DRUG, DEPARTMENT,
 OR TEN-CENT STORE

Pacquins HAND CREAM

A little bit of springtime any time —
Green Giant Brand Peas



Locked in a can of Green Giant Brand peas—until you unlock it—is the sweet tenderness of a most springlike vegetable . . . These peas were grown from special breeds like our S-537 . . . They were packed at the fleeting moment of perfect flavor—right at the peak of fresh, young tenderness . . . So you see, even though it's winter, you can still have "springtime" on the table.

Minnesota Valley Canning Company, headquarters,
Sueur, Minnesota; Fine Foods of Canada, Ltd.,
Cumseh, Ont. ©MVCCO • "GREEN GIANT" BRAND REG. U. S. PAT. OFF.

Green Giant Peas
BRAND

"Right down my Alley!"



Pabst Blue Ribbon
"IT'S BLENDED...IT'S SPLENDID!"

Copyright 1947, Pabst Brewing Company, Milwaukee, Wisc.



TUNE IN THE EDDIE CANTOR SHOW
EVERY THURSDAY NIGHT, OVER NBC

33 FINE BREWS BLENDED INTO ONE GREAT BEER

LETTERS TO THE EDITORS

CHINA

When I read your editorial, "U.S. Foreign Policy, II" (LIFE, Jan. 13), I was first incredulous and then shocked to realize that such an opinion—"There is only one way to achieve a united and democratic China: namely, to give all-out support to the government of Chiang Kai-shek"—will be read by millions of people and will be a basis of opinion for those who have not read more carefully or more deeply. . . . The consensus of many opinions is that neither the Kuomintang nor Communist government is black or white, but that if, with the aid of America and Russia, a coalition of all parties could be formed, China might eventually feel the influence of the middle liberal group, preserve the best of each major party's aims and grow into a real democracy. . . . I, for one, am glad that our foreign policy in China will not be in the hands of the editorial writers of LIFE but in the competent hands of Secretary Marshall.

VIRGINIA KRAEZE
Rockville Centre, N.Y.

As one who was born and educated in modern China and who has traveled quite extensively in that country, I wish to say that your editorial is superb.

The present Chinese government is, of course, far from being perfect. We cannot expect any kind of utopia in the year 1947; therefore we are practically satisfied with the present government. We do not want to overthrow it, nor do we wish to force it to accept the incompatible Communists. A coalition government is to make the Chinese run away from democracy. Any intelligent person can see that communism and democracy do not mix.

REV. AUGUSTINUS A. TSEU
Chicago, Ill.

FIGHTING ANGEL

I must protest the reference made by Bishop Ralph Ward in his article, "Christianity in China" (LIFE, Jan. 13), to the hero of my book *Fighting Angel*. The book is a biography of my

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Volume 22
Number 3
February 3, 1947

father. Andrew was not "bigoted," "dogmatic" or "determined to dominate." He was one of the few real scholars among missionaries, a linguist who knew several Western languages in addition to having an extraordinary knowledge of Chinese, both classical and vernacular. He was a pioneer in advocating an educated Chinese ministry and was one of the founders of the Union Theological Seminary in Nanking, where he taught for many years. He studied with profound interest Buddhism, Confucianism and Taoism, finding in these religions many parallels with Christianity.

. . . To my father all men in need were his neighbors. The Chinese loved him to the point of worship, which often embarrassed him, for he was humble about himself.

The bishop either has not read *Fighting Angel* or has read it without understanding. Like the Christ whom he served, Andrew was too good for his own kind.

PEARL S. BUCK

Perkasie, Pa.

ANGRY PUMAS

Sirs:

Your full-page picture (LIFE, Jan. 13) of the animal trainer going after three pumas in a baggage car and using an ordinary kitchen chair for at-



tack or defense reminds one that since time immemorial animal trainers have used such chairs as the tools of their trade. Why? . . .

RALPH MCQUINN

Chicago, Ill.

● A light chair is always obtainable and is easy to handle. Its back and seat protect the trainer while its legs keep the animal at a safe distance (see cut).—ED.

HOTEL FIRES

Sirs:

Personally and on behalf of the National Safety Council, I should like to compliment LIFE (Jan. 13) on the top-notch article on hotel fires. You have stuck to common-sense fundamentals of the problem and have avoided the usual one-shot cure-all remedies. . . .

NED H. DEARBORN

President

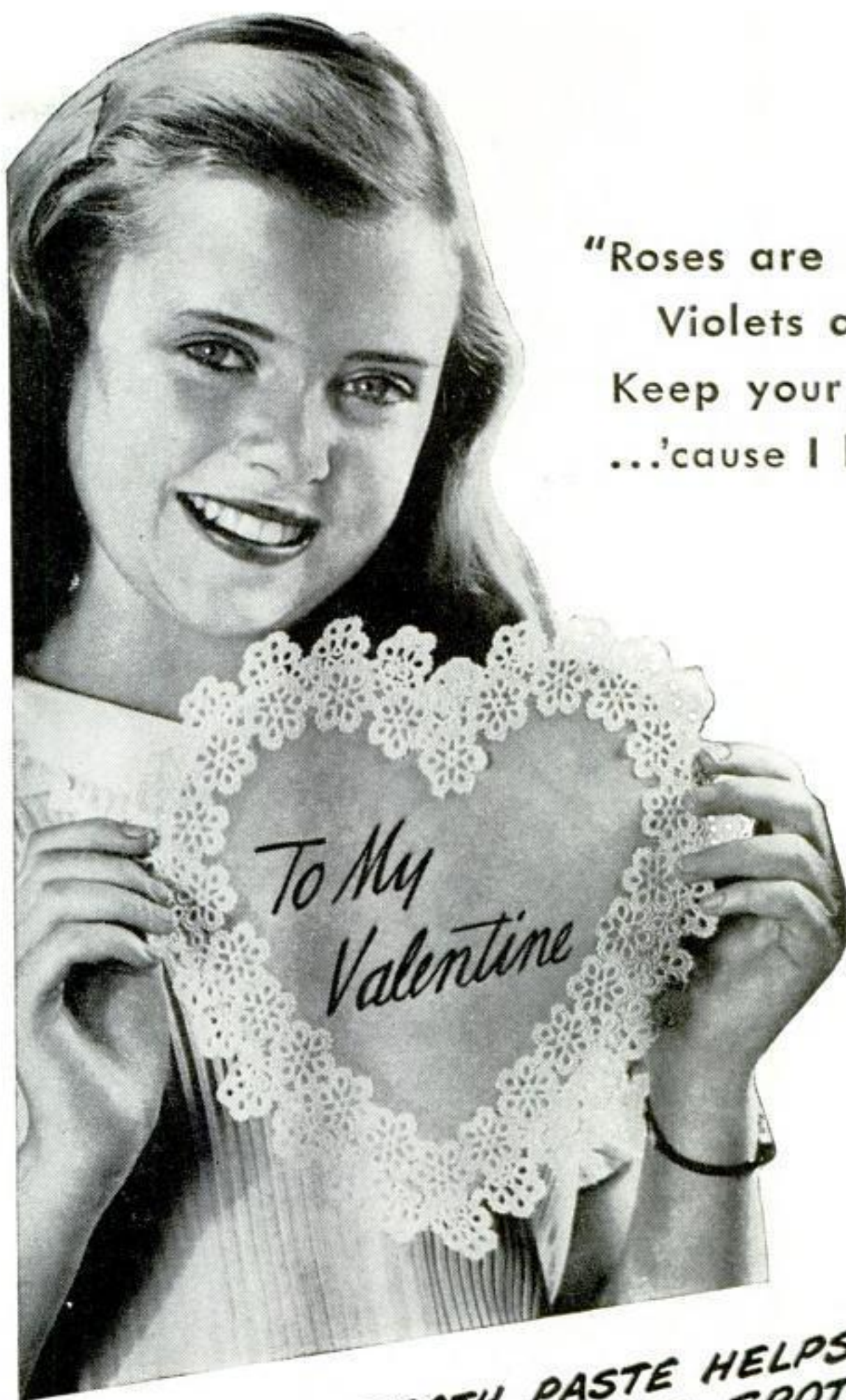
National Safety Council
Chicago, Ill.

Sirs:

. . . You could have done a great service to every person that your magazine reaches by including this statement: THE FIRE DEPARTMENT SHOULD BE CALLED IMMEDIATELY.

All fires have a small beginning; they are easily extinguished when they are small. Why not get the men and equipment there while the fire is still small?

True, building construction plays a major part in preventing the spread of



"Roses are red

Violets are blue

Keep your smile bright

... 'cause I love you!"

LISTERINE TOOTH PASTE HELPS CLEAN
MANY OF THE DANGER SPOTS
WHERE 3 OUT OF 4 CASES
OF DECAY START!

How much can depend on a smile! Popularity in the first grade . . . success and love later in life! So take care, Mother! Remember that three out of four cases of ugly tooth decay . . . yes, even more than three out of four cases . . . start in tiny, often unnoticed little flaws in the tooth enamel. Places that are often hard to see . . . hard to reach . . . hard to clean . . . but very, very important!

Listerine Tooth Paste contains

a special ingredient that enables it to help clean many of these danger zones where decay may so often begin! This cleansing "Prescription for Your Teeth" was developed by experts of a Company with sixty years' experience in the field of Oral Hygiene.

Definitely . . . all dentifrices are not alike! Be sure to ask for Listerine Tooth Paste if you want Listerine Tooth Paste's superb cleansing action!



If you prefer Powder, ask for Listerine Tooth Powder—on sale at all drug counters.

CONTINUED ON NEXT PAGE



At Your Grocer's Now! . . . THE NEW CAMPBELL'S BABY SOUPS!

In Each Soup . . . A Combination of Nutritious Foods!

It's true! In these new baby soups, Campbell's scientifically combine meats, vegetables and cereals. For specialists say that well-balanced combinations of foods do a far more thorough job of providing needed food elements than single strained foods. Indeed, Baby gets a well-rounded diet for healthy growth if your feeding schedule includes just these new soups, along with milk, fruit and cereal. Remember, your doctor has first-hand knowledge of your baby. So ask him "when?" and "how much?" about each food.

More and More Mothers Say . . . "They're Better Tasting!"

All the skill Campbell's have gained in fifty years of preparing fine soups is used to make these baby soups truly good to eat. The ingredients are carefully selected, blended, and scientifically cooked to bring out wholesome natural food flavors . . . at their very best! Trying them, mothers say "They're better tasting!" And they are delighted to see how willingly their babies take to these new soups, with no fuss, no coaxing.

A Practical, Easy Way To Feed Your Baby

Do as thousands of other wise mothers do . . . serve a well-balanced food from a single glass jar! And see how much easier, how much happier, feeding time becomes . . . when Baby likes his meals! Remember—these new soups are easy to digest, and can be fed as early as any strained foods. And of course vitamins and minerals are retained to a high degree. So try all five kinds. Every grocer who sells Campbell's Soups can supply Campbell's Baby Soups.

"BETTER TASTING!"
... MOTHERS SAY

LOOK FOR THE
RED-AND-WHITE LABEL



LETTERS TO THE EDITORS

CONTINUED

fire, but it is the uninformed individual that thinks he can put the fire out who is directly responsible for practically every disastrous fire.

L. ROY WILLIS JR.

Fire Department Headquarters
Aberdeen Proving Ground, Md.

Sirs:

. . . You published a picture of a fire in an Omaha warehouse, stating that it had only a sprinkler system, which failed to work. While your statement is factual as far as it goes, it is greatly misleading and will cause serious apprehension on the part of thousands of owners who depend upon automatic sprinkler systems for the protection of their properties. Perusal of the records in this case indicates that the sprinkler system had been out of service since 1934. Records for the past 50 years show that sprinkler action is satisfactory in 96% of the cases reported.

HERMAN C. RUOFF

Fire Protection Engineer

Nutley, N.J.

● Reader Ruoff's letter should reassure other sprinkler owners. The sprinkler system mentioned above could have been restored for \$10,000 but was allowed to deteriorate; result—a \$360,000 loss.—ED.

ANDREW S. ROWAN

Sirs:

Your article, "Lost Men of American History" (LIFE, Jan. 13) was interesting. I served in the 15th Infantry with Major Rowan. He might possibly have been forgotten by some, but the Moros' recollection of him during the Philippine insurrections was very vivid, so much so in fact that they had a standing reward of \$1,000 for his scalp, dead or alive, and it is a known fact that both he and his wife wore .45 automatic pistols day and night during our tour of duty on Mindanao. . . .

L. A. PERKINS

Clarkdale, Ariz.

Sirs:

Part of Major Rowan's service in the Philippines was as commander in Tagbilaran, capital of Bohol. The *principales* (Filipino aristocrats) were in jail. Rowan ordered them to cut the grass on the plaza, an unprecedented disgrace and loss of face. No Filipino except laborers even carried a package. The *principales* protested to the American general in Manila. He cabled, asking why *principales* were ordered to cut grass. Rowan replied, "Grass required cutting, sir." That ended inquiries.

R. H. GEARHART

Ann Arbor, Mich.

PARAPLEGICS

Sirs:

I wish to thank you for your article, "Paraplegic's Home Is Made to Order" (LIFE, Jan. 13). It focuses attention on one of the chief problems facing paraplegics. However, we have several points of disagreement. We don't believe in the hit-and-miss proposition of the different communities providing these homes. We feel it is a federal responsibility.

We have done extensive work with the New York Chapter of the American Institute of Architects in preparing blueprints of a specially designed house for paraplegics. They share our opinion that these homes will be improvements over modern dwellings

CONTINUED ON PAGE 10

*The best
is always
the cheapest*

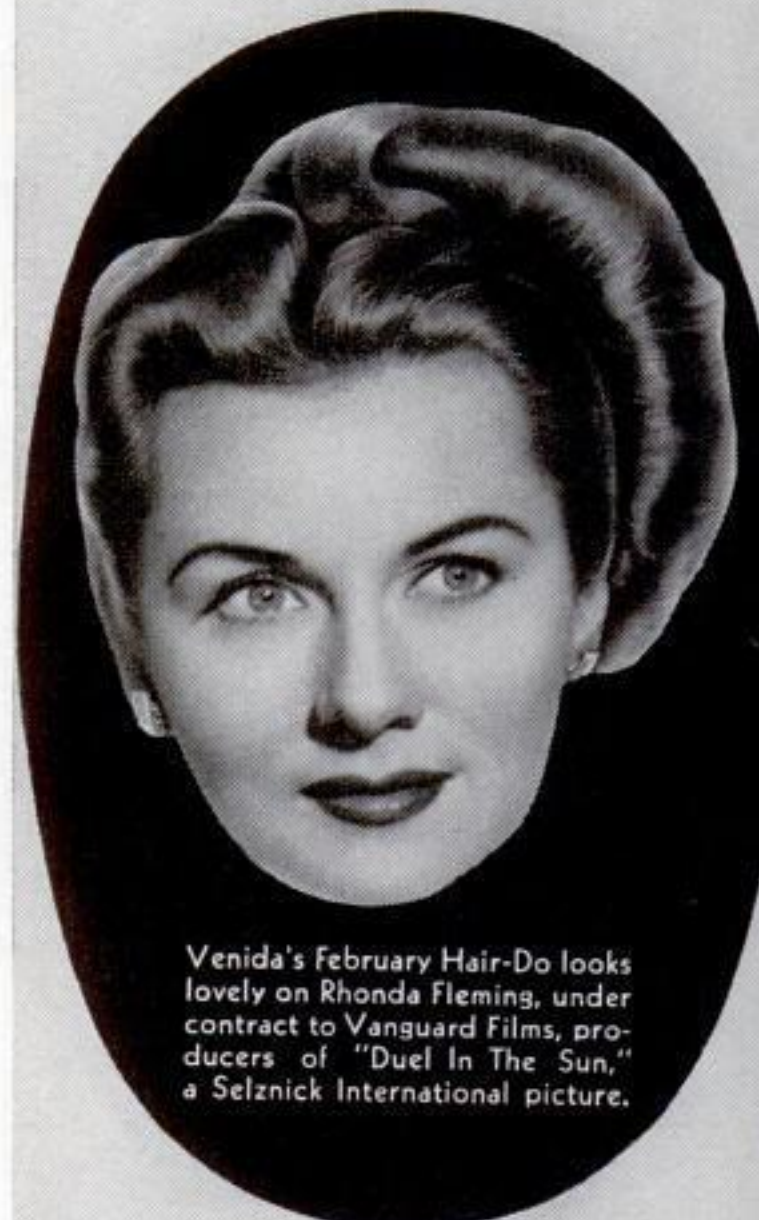


VENIDA

The Guaranteed
HAIR NET

made of genuine human hair

*-fits better
-looks better
-lasts longer*



Venida's February Hair-Do looks lovely on Rhonda Fleming, under contract to Vanguard Films, producers of "Duel In The Sun," a Selznick International picture.

LOOK GLAMOROUS

In VENIDA'S February
Hair-do of the Month

Write for free directions to Rieser Co., New York 18, N.Y.,—or ask your hairdresser to set it. Remember, to keep your hair-do neat and lovely all day, always wear a Venida guaranteed Hair Net. Choose the precise size, shade and shape you require.

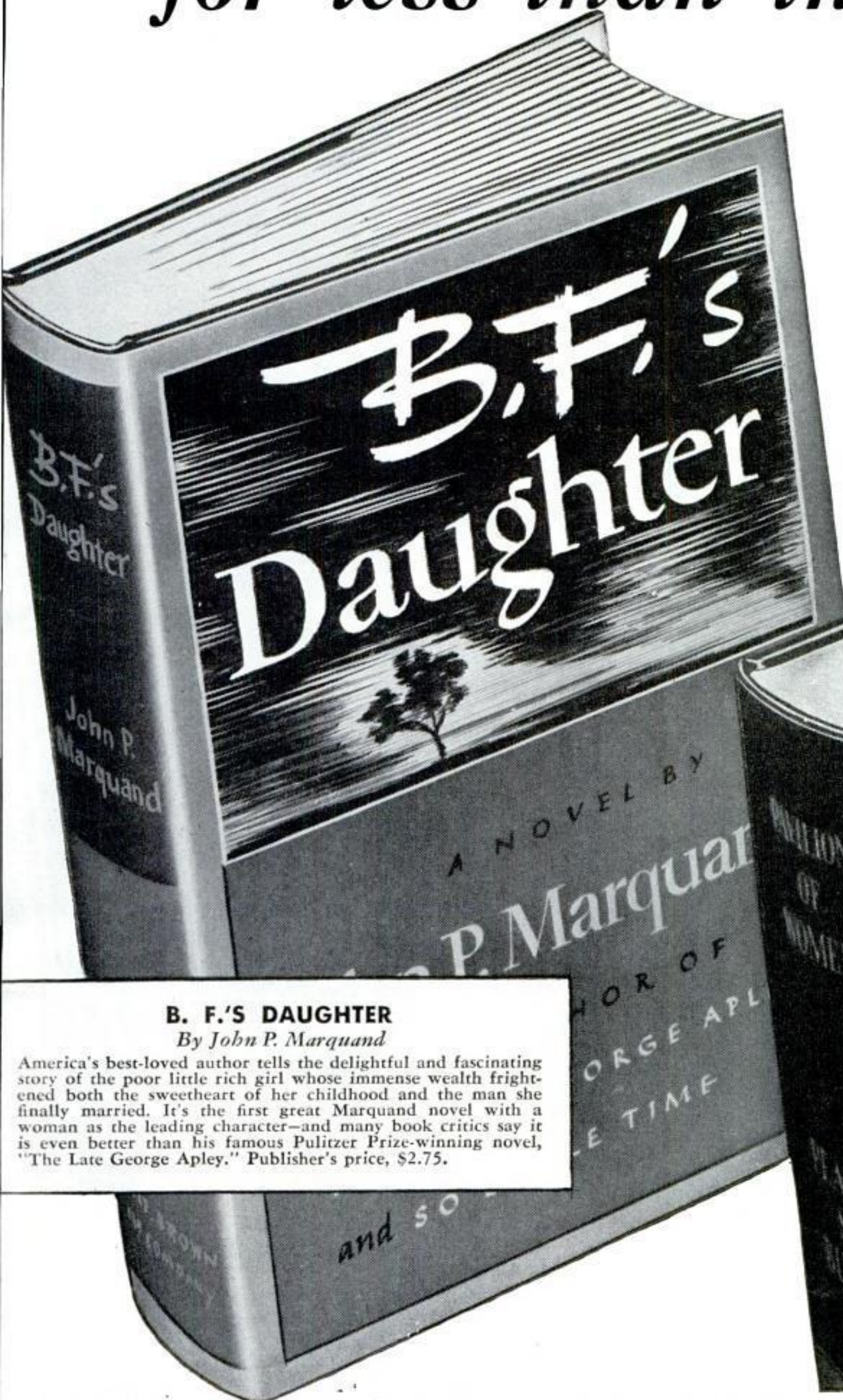
VENIDA

Hair Beauty Aids

—include Venida Hair Nets, Hair Lacquer, Lanolin Creme Shampoo, Lanolin Hair Creme, Bobby Pins.

REMEMBER:
VENIDA RULES THE WAVES

NOW—BOTH OF THESE NEW BEST-SELLERS for less than the Price of One!

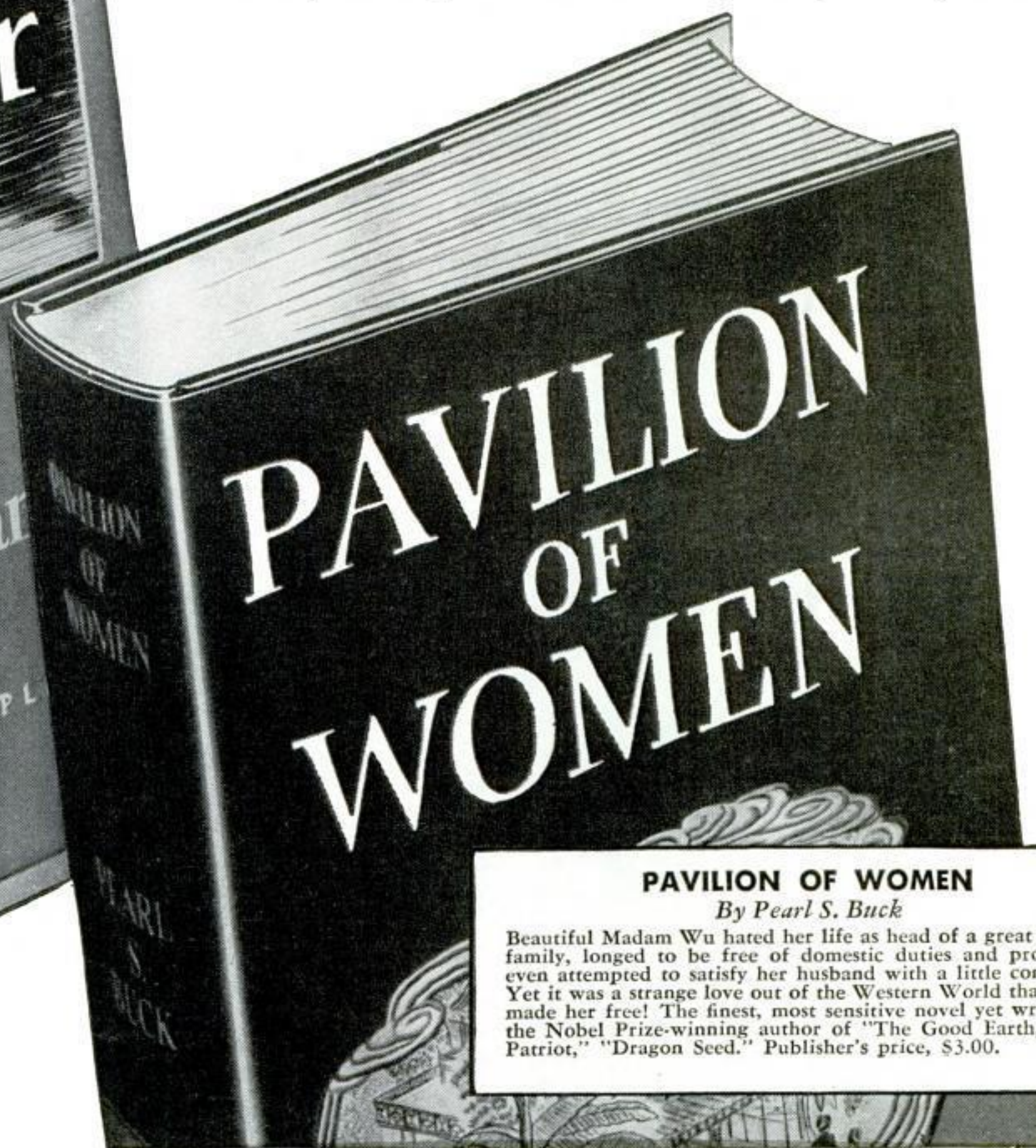


B. F.'S DAUGHTER

By John P. Marquand

America's best-loved author tells the delightful and fascinating story of the poor little rich girl whose immense wealth frightened both the sweetheart of her childhood and the man she finally married. It's the first great Marquand novel with a woman as the leading character—and many book critics say it is even better than his famous Pulitzer Prize-winning novel, "The Late George Apley." Publisher's price, \$2.75.

HERE is an amazing new book offer you won't want to miss! The TWO new best-selling novels pictured below would cost you \$5.75 in the publishers' editions at retail, but as a new member of the Literary Guild Book Club you get John P. Marquand's sensational smash hit, "B. F.'s Daughter," absolutely FREE as our Membership Gift to you—and you pay only the Guild price of \$2.00 (instead of the publisher's price of \$3.00) for Pearl S. Buck's magnificent new novel, "Pavilion of Women." Then, as a new Guild member, you will *continue to save money* on the new books you buy, receive valuable *bonus books absolutely free*, and enjoy the many other special advantages explained below. Don't miss this opportunity to get these TWO NEW BEST-SELLERS FOR LESS THAN THE PRICE OF ONE! Read, below, how the Literary Guild Book Club operates; then mail only the coupon. Do not send any money now—just the coupon.



PAVILION OF WOMEN

By Pearl S. Buck

Beautiful Madam Wu hated her life as head of a great Chinese family, longed to be free of domestic duties and problems—even attempted to satisfy her husband with a little concubine. Yet it was a strange love out of the Western World that finally made her free! The finest, most sensitive novel yet written by the Nobel Prize-winning author of "The Good Earth," "The Patriot," "Dragon Seed." Publisher's price, \$3.00.

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What the Guild Does for You

costs nothing to join the Literary Guild Book Club—the largest book club in the world. There are no fees or membership dues of any kind.

Each month you will receive a copy of "Wings"—the attractive and readable book-review magazine which describes the forthcoming Guild selection.

From this description you decide whether or not you wish to receive the book selected. If *not*, you simply return the form provided for that purpose; otherwise, the new book will come to you automatically immediately upon publication. In this way you *will not miss reading* the new Club selections you want while they are *brand new*.

Free Bonus Books

To retain your membership in the Guild it is not necessary to accept a book each month—only *four* selections during the entire year. And you pay only \$2.00 for each instead of the publisher's regular retail price of \$2.50 to \$3.50.

In addition to these big savings, for each four Guild books you purchase you will receive, as a *free bonus*, a copy of one of the beautifully printed, handsomely bound "Collector's Library" volumes which sell at retail for \$5.00 each—books you will be proud to place in your permanent home library.

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Furthermore, as a new member you will receive a copy of Pearl S. Buck's sensational best-seller, "Pavilion of Women," for only \$2.00 instead of the publisher's price of \$3.00—and this purchase will count towards the "Collector's Library" bonus books mentioned above.

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In spite of greatly increased cost of book manufacture, by joining the Guild now your new membership can be accepted at once, and you will be guaranteed against any increase in price on Guild selections for a year. Send no money—but mail the coupon NOW.

MAIL THIS COUPON

FREE: B. F.'S DAUGHTER

and "Pavilion of Women" for only \$2.00

Literary Guild of America, Inc., Publishers

Dept. 21M, Garden City, N. Y.

Please enroll me as a Literary Guild Book Club subscriber and send me at once "B. F.'s Daughter" as a gift. Also send me as my first selection "Pavilion of Women," for which you will bill me \$2.00 plus postage.

With these books will come my first issue of the Brochure "Wings," telling me about the forthcoming Literary Guild selection which will be offered for \$2.00 to members only, regardless of the higher retail price of the publisher's edition. I am to have the privilege of notifying you in advance if I do not wish to purchase any Guild selection. The purchase of Guild selections is entirely voluntary on my part. I do not have to accept a book every month—only four during the year—to fulfill my membership requirement. I am to receive a bonus book for every four Guild selections I purchase.

Mr.

Mrs. (Please Print)

Miss

Street and No.

City (if any) State Age, if

Occupation Under 21

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Wembley*

NOR-EAST* NON-CRUSH* TIES



VALENTINE RED

Please your particular Valentine.
Add a glowing note to his suit of grey, blue, or brown. Give this Wembley Nor-East Non-Crush Tie. It resists wrinkles, drapes smoothly, knots perfectly. There are seldom enough Wembley Nor-East Ties to fill the demand. However, Valentine Red is also available in Wembley's all-wool domestic fabric at \$1.

\$1.50

AT BETTER STORES
EVERYWHERE

Wembley*

World Famous
for Quality

CRUSH IT!...



*REG. U. S. PAT. OFF.

TWIST IT!...

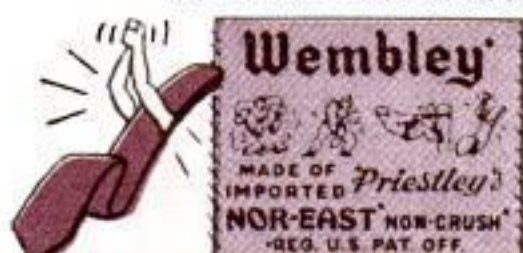


TRADE MARK REG. U. S. PAT. OFF.

KNOT IT!...



NOT A WRINKLE!



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LETTERS TO THE EDITORS

CONTINUED

and not freak houses with "strange plans, queer wiring and plumbing."

ROBERT MOSS

Executive Director

Halloran General Hospital Chapter
Paralyzed Veterans Association
Staten Island, N.Y.

• All credit to Reader Moss and his associates for trying to design better houses, but the fact remains that if citizens of Dallas, Texas had not had the enterprise to build him a special house, paraplegic Roger Boatwright might still be lying helpless in a hospital.—ED.

Sirs:

I have read your article, and as a result I am introducing legislation to aid these veterans.

PHILIP J. SCHUPLER

Member of Assembly

Albany, N.Y.

• Assemblyman Schupler's bill would set up a fund of \$1,000,000 to provide special equipment for paraplegic veterans in New York State.—ED.

SCRAWNY MODELS

Sirs:

Why do you editors plague your readers with photographs of bony creatures (LIFE, Jan. 13) clad in what very often look like overworked dishrags?

... Surely there can't be a doubt left in anyone's mind that this country



has been in the grip of a terrible famine. Certainly these scrawny, flat-chested, piano-legged, sunken-cheeked members of a soft-drink and hamburger mode of life aren't examples of the flower of American womanhood. I now realize where the surrealists get their inspiration.

JOSEPH KOHLMAN

Baltimore, Md.

• Further comment on LIFE's models (shown above) comes as follows from Rudolph Elie, Jr., a columnist in the Boston Herald: "Obviously here are two sisters (from Vermont) ... filled with fierce repressions ... [who] have splurged their fortune in fishlike beach dresses and have fled to Porto Rico. And there, on the quay, they have beheld a ... wealthy Porto Rican grandee and, in their mad rush to feel his biceps, they have pushed him off the quay. Their attitudes of anguished self-reproach are what we behold."—ED.

Sirs:

I don't know which is funnier: the things they wear or the way you pose them.

M. L. DAVEY

Washington & Lee University
Lexington, Va.

GEORGE SANDERS...

brilliant dependable performer, starring in Loew-Lewin's "The Private Affairs of Bel Ami", a United Artists release.



DEPENDABLE
PERFORMERS

Stratford

REGENCY

Smooth ... easy ... always dependable—that's Stratford Regency. Its handsome, streamlined design... satin-glide point, remarkable ink capacity, and other luxury extras are features of expensive pens; yet Stratford Regency costs only one dollar! You may see imitations, but no other pen gives you such high quality at such a low price. Select yours today in smart duotones or solid colors. At any reliable pen counter.

\$1.
Higher in
Canada

STRATFORD

DEPENDABLE PENS and PENCILS

"Stratford" & "Regency"—Reg. U. S. Pat. Off.
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Salz Building, New York 1, N. Y.

SMART SHOPPERS ARE STOCKING UP ON

Libby's *PEAK FLAVOR* Pineapple

FOR THIS HAWAIIAN PIE soak 1 tablespoon gelatin in $\frac{1}{3}$ cup of juice poured from a can of Libby's golden slices. (When you do that—note the wonderful *fresh-fruit fragrance* of Libby's! That delicious aroma tells you Libby's "pedigreed pines" bring you *all* the full-ripeness Hawaii's magic sun can give! They're picked at *peak flavor*.)

While the gelatin is dissolving, cook in the top of a double boiler 3 egg yolks, $\frac{1}{4}$ cup sugar and $\frac{1}{4}$ cup of the juice from the slices—beating constantly with a hand beater. When thickened, stir in the gelatin mixture and *cool*. Fold in 3 stiffly beaten egg whites to which you have added $\frac{1}{4}$ cup sugar. Fill your baked pie shell. Chill and sprinkle with crushed graham crackers.

Then—garnish the top with Libby's luscious pineapple—picked at the very height of its glory, and skillfully packed to capture *all* of its golden goodness for you.

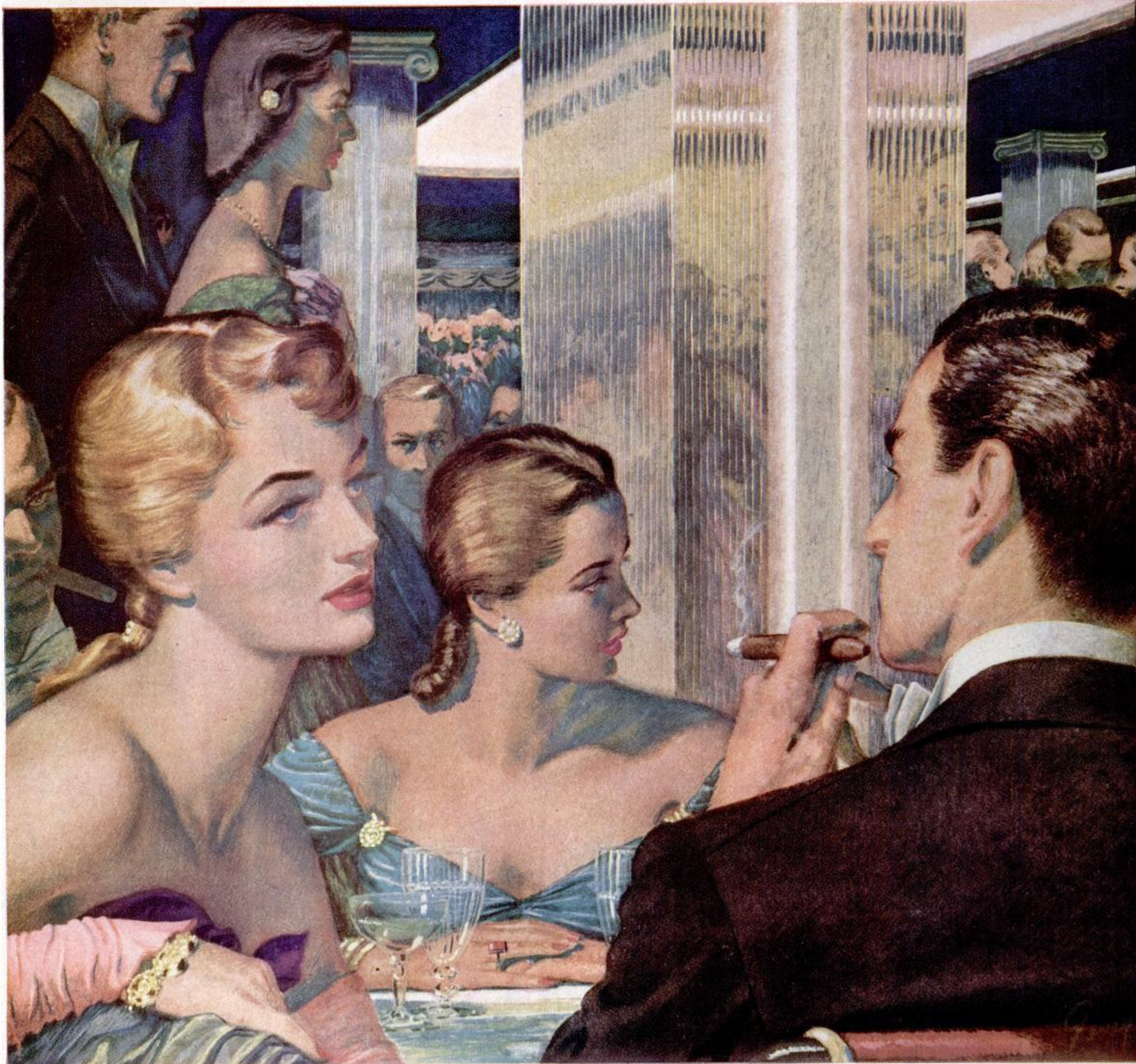
Watch for this *peak-flavor* pineapple at your food store. And—for Libby's Pineapple Juice—sweetened only by Hawaii's sun. Libby's brings you no less than pineapple perfection!

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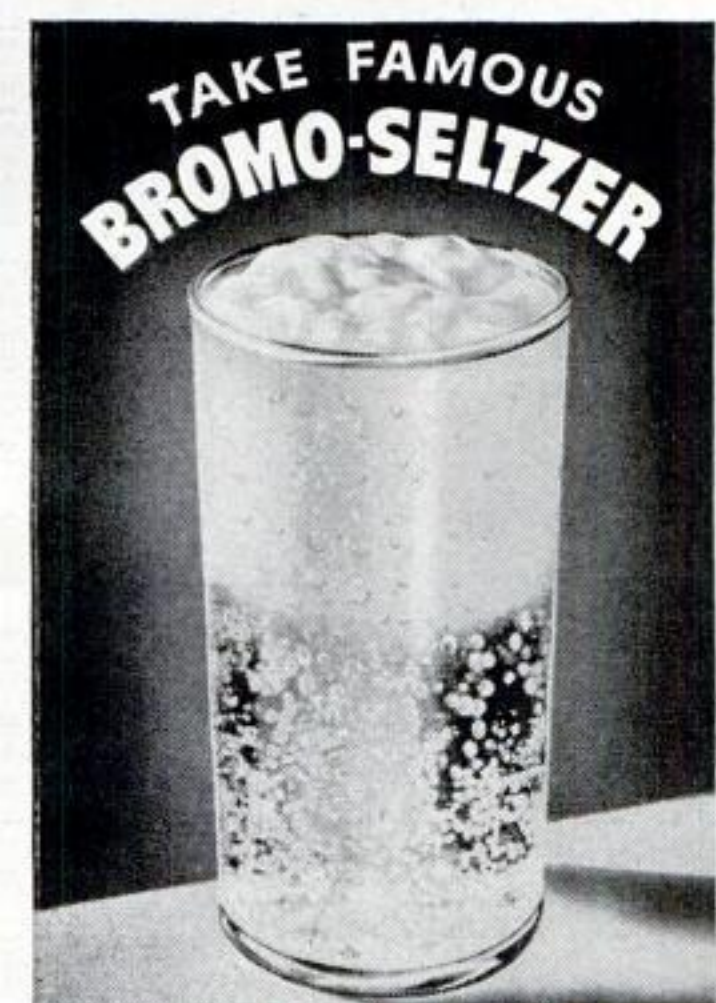
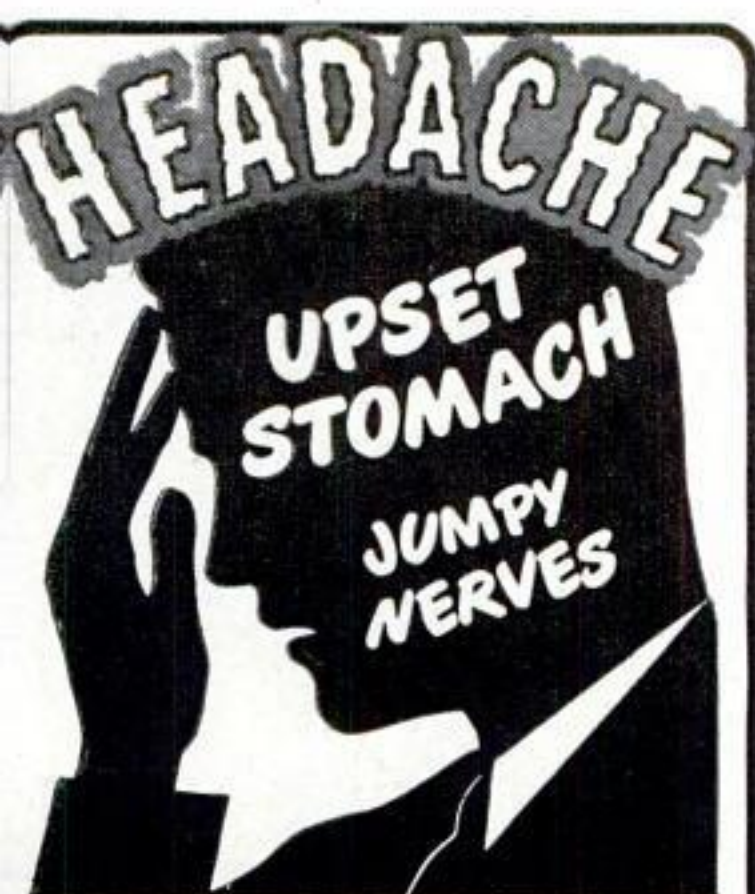
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ing! His hair is so stringy and dull... it never looks combed, and...
oh, oh... loose dandruff, too! A plain case of Dry Scalp. Guess it's
up to me to tell him about 'Vaseline' Hair Tonic!"

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scalp feels better...
when you check Dry Scalp*



WHAT A DIFFERENCE there is in his appearance now, thanks to
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Your hair looks better... your scalp feels better. 'Vaseline' Hair Tonic
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hair... and more economical than other hair tonics, too.

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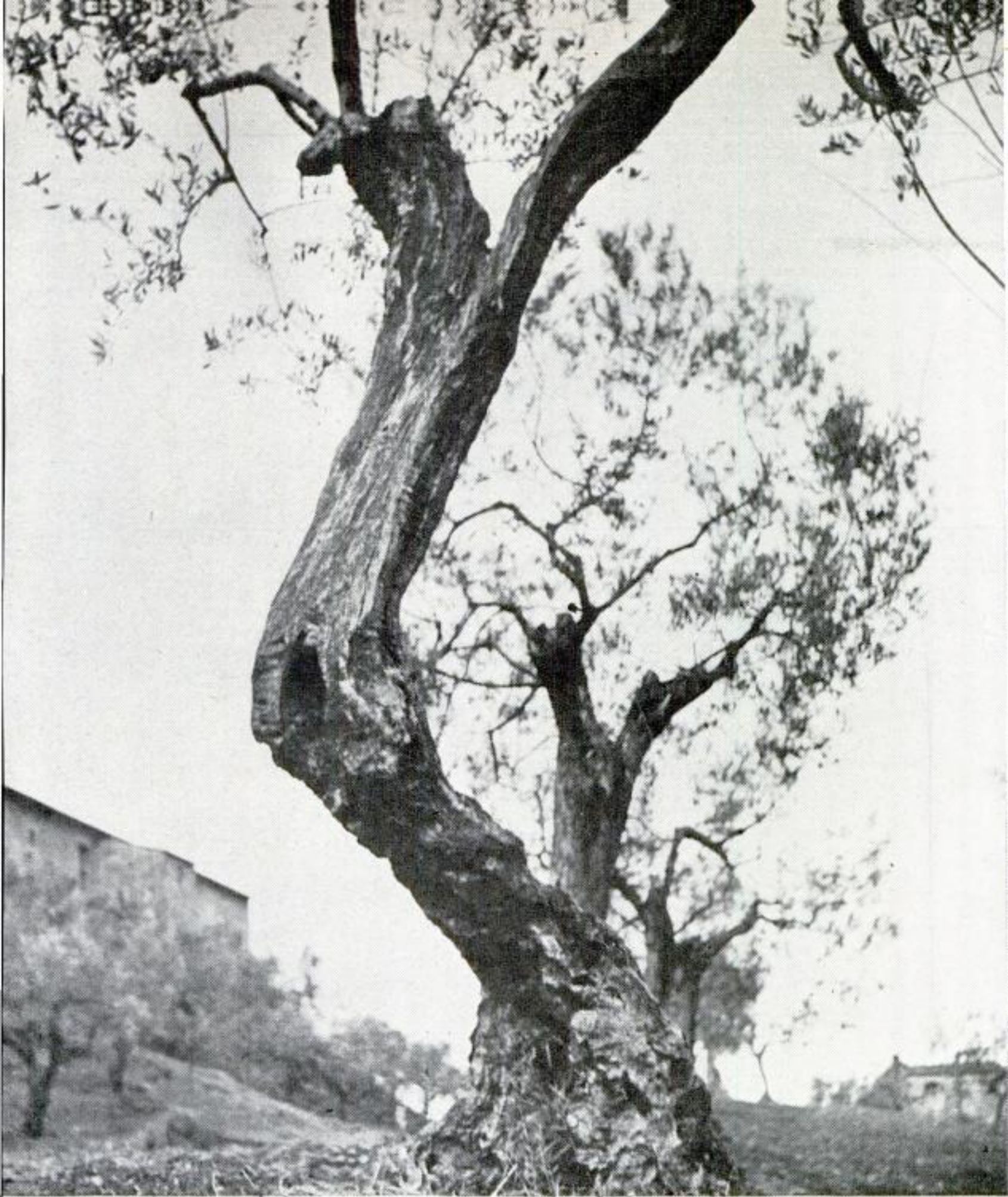
REG. U. S. PAT. OFF.

Used by more men today than any other hair tonic



SPEAKING OF PICTURES...

... A YOUNG ITALIAN GIRL LIKES TO IMITATE OLIVE TREES



One of the most satisfactory pastimes for dreamers everywhere is the idle visualization of strange human shapes in wind-tattered clouds and ancient, eroded rocks. But in the Italian town of San Gimignano, in Tuscany, an imaginative cobbler's daughter named Assuntina, who had always wanted to be

a dancer, went one step further. She decided that a grove of venerable olive trees just outside the town looked exactly like whirling ballerinas. Egged on by a photographer named Francis Fuerst who shared her fanciful convictions about the trees, Assuntina donned a suit of long, heavy woolen underwear to

make her look more tree-like and skipped out to pose in the olive grove. There she twisted wildly about for days imitating the wind-bent olive trees. When she was through, onlooking village oldsters sagely ventured that her weird poses looked at least as much like whirling ballerinas as the trees did themselves.

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fast...when you have a **COLD!**



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In a national survey, 3 out of 5 doctors recommended Sal Hepatica.

2. Sal Hepatica also helps counteract excess gastric acidity—it helps sweeten a sour stomach, too!

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ASK YOUR DOCTOR about the efficacy of this famous prescription! Sal Hepatica's active ingredients: sodium sulphate, sodium chloride, sodium phosphate, lithium carbonate, sodium bicarbonate, tartaric acid. Get a bottle of Sal Hepatica today, remembering this caution:—use only as directed.

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FAMOUS SALINE LAXATIVE

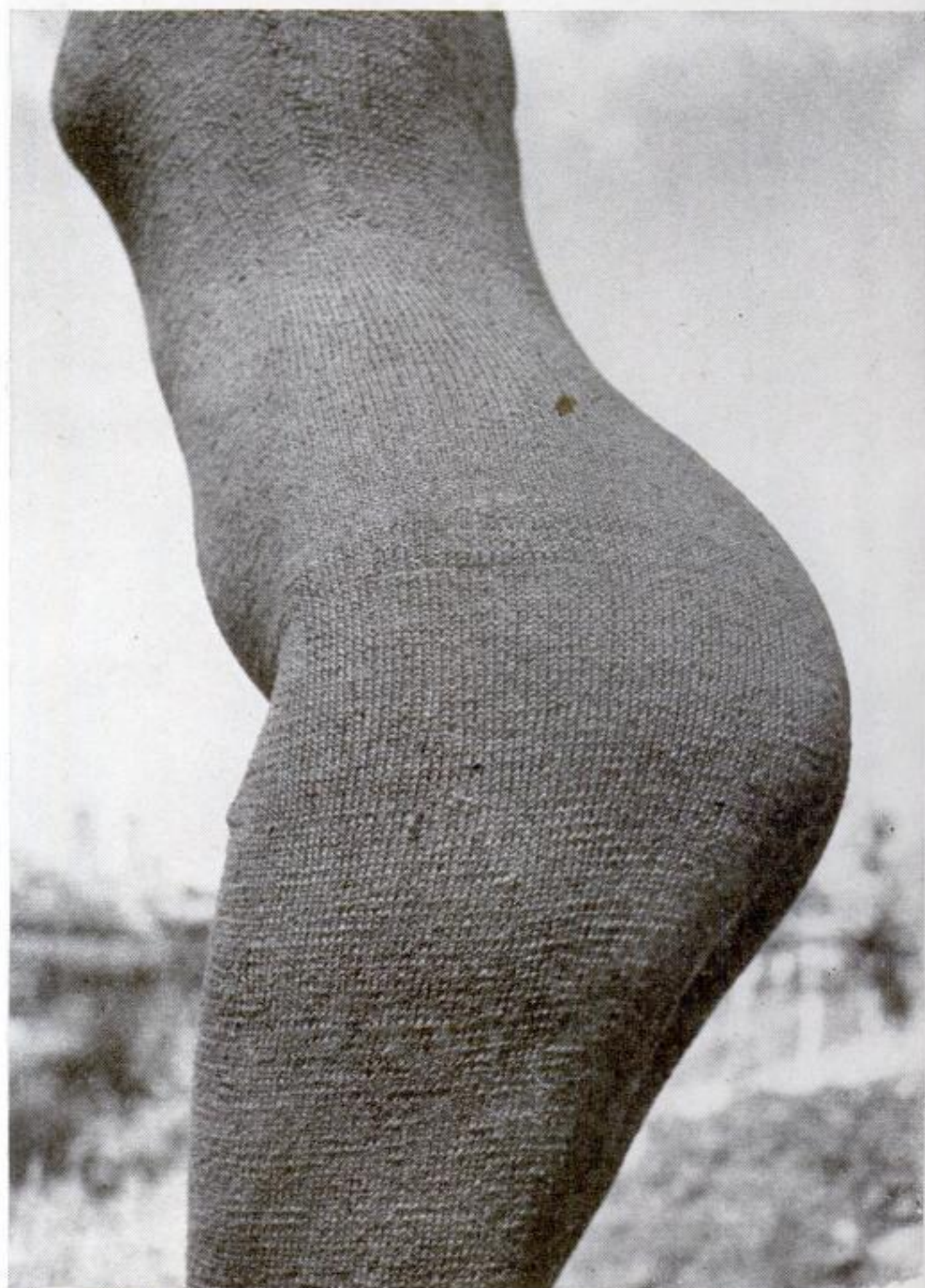
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SPEAKING OF PICTURES

CONTINUED



TREE'S BUMP WAS PROBABLY CAUSED BY LOSS OF A LIMB



ASSUNTINA SHOWS SIMILAR CONTOURS BY LEANING OVER



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New! Your Textron-lovely slip is now made on a complete dress form . . . and sized like your dresses, too.

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Painted by Ivan Olinsky

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"Convalescing from an operation, an injury, or childbirth need no longer mean tedious weeks of confinement to bed. Don't be surprised if you are allowed to sit up, or even walk, within a very few days. Vitamins and other essential nutrients given before and after operation help to shorten convalescence by building resistance and promoting faster wound healing. With recovery streamlined, circulation and muscle tone improve and fewer complications are likely. There is less danger of pneumonia or of blood clots. The goal today is to put people on their feet sooner, and speed their return to normal activities. Their spirits soar at the thought of being back home or at work in what only a few years ago would have seemed a surprisingly short time."

Your doctor

To recover from an illness faster...

1. *Be sure to eat what your doctor recommends*—Ten days or two weeks before operating, or during and after an illness, he may want to build you up with certain foods, extra vitamins, or amino acids. This modern nutritive care may help you get well faster.
2. *Do as your doctor suggests*—He may want you to move your feet, legs, and arms frequently while in bed, breathe deeply, or allow yourself to be turned regularly from side to side. Early activity often helps to speed your recovery and to prevent complications.
3. *Sit up or walk as soon as your doctor advises*. Besides helping you recover faster, it may prevent bed sores, cramps, loss of muscle tone, and spare you other discomfort. Follow all of his instructions confidently, without fear.

FINE PHARMACEUTICALS SINCE 1886



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LIFE'S COVER

The smiling young ladies on LIFE's cover are three of Broadway's brightest starlets, shown huddled on a kid's sled, which, optimistically, they tried to ride on an icy slope. The one in the middle is Patricia Kirkland, who invited the others to spend a recent weekend on her father's farm in Pennsylvania. The girl holding the ropes in front is Susan Douglas. At rear is Patricia Neal. When they were not sledding, the girls and their boyfriends, who are also Broadway actors, made fun of run-of-the-mill photographs by posing satiric pictures for LIFE's camera (pages 116-121).

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HOW A MAN OR WOMAN CAN
RETIRE AT 55 ON \$150 A MONTH

"LIFE looks mighty good to me today. I'm driving to Florida, maybe Mexico. I'm free to do the things I've always dreamed of doing—golf, fish, laze around a beach somewhere. For, you see, I'm retired now—with a check for \$150 a month, every month, as long as I live.

"Strangely, I owe my luck to the crash and the depression sixteen years ago. When the bottom dropped out of the market, I still had a good job, but my savings were wiped out.

"Up till then, I'd looked forward to having enough to retire on some day. But in '29, I was forty. With almost half my working years gone, I would have to start over again.

"And suppose I could save enough, how would I invest it? I'd already learned how little I knew about stocks.

"About that time, Jim Fisher, who worked in our office, announced he was retiring. I told him how I envied him—and how hopeless it seemed for me to ever afford to retire.

"But Jim said something that surprised me. 'You know, you're luckier than I am. You can retire—easier than I did. You can plan now to get a guaranteed income, with no investment worries, when you're, say, 55. For men in their forties—or younger—there's a modern answer to the retirement problem. You needn't be rich. You needn't have a lot of money saved.'

"I asked him what the answer was. He said, 'It's called the Phoenix Mutual Retirement Income Plan. It's a way you can make part of your salary now buy you a retirement income later. There's only one secret—starting in your forties—or sooner!'

"I jotted the name on my calendar pad, and, after Jim left, I wrote to Phoenix Mutual. Back came a booklet telling all about Retirement Income Plans. *This was the answer for me!*

"Not long after that, I qualified for a Phoenix Mutual Plan. And what a feeling of security it gave me. It guaranteed \$150 a month, every month, starting in 15 years. Meanwhile, till I reached retirement age, it protected my family with life insurance.

"Those fifteen years have gone mighty fast. A while ago, I got my first



Phoenix Mutual check and retired! Thanks to my Phoenix Mutual Plan, I have no money worries."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$100 to \$200 a month or more—starting at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Retirement Plans. Similar plans are available for women.

Don't delay. Send for your copy now.

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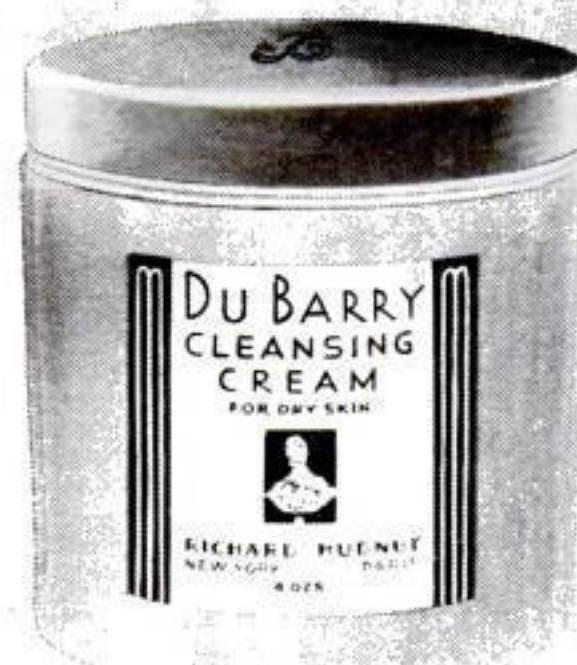
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Who is she?

this woman whose young skin glows with clean freshness? Whose years are hidden behind a clear, smooth complexion? You...if you have discovered how DUBARRY CLEANSING CREAM agrees with your skin...softens as it seeks out imperceptible dirt and grime. *Prove it to yourself.* Do as thousands have done at the famous Success School*. Use DUBARRY CLEANSING CREAM to keep your skin flawlessly clean. Tone it with DuBarry Skin Freshener for an alive quality that makes men whisper, "WHO IS SHE?"

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DuBarry Beauty Preparations by *Richard Hudnut* New York • Paris



ACROSS THE CONFERENCE TABLE JOHN A. STEPHENS OF U. S. STEEL (LEFT, FACING CAMERA) WORKS OUT A TRUCE WITH PHILIP MURRAY (SECOND FROM RIGHT)

LABOR AND MANAGEMENT TRY FOR PEACE

Last week, in an atmosphere of remarkable amiability, Big Steel and the big C.I.O. Steelworkers—who were fighting it out on the picket line a year ago—quietly worked out an agreement which probably means that there will be no strike and no bitterness in the steel industry this year. Although the Steelworkers' present contract expires Feb. 15, both sides agreed to extend it until the end of April while a new contract is being drawn up.

The extension—which was soon followed by a similar agreement between Chrysler and the Auto

Workers—was eloquent proof that this time neither side is spoiling for a fight, that both want to get together without any break in the steady flow of production or pay envelopes. Philip Murray said genially, "We believe that real collective bargaining requires complete discussion of all points. . . . We likewise understand some of the problems confronting management, such as their uncertainty as to their liability in portal-to-portal suits." Big Steel's President Benjamin Fairless said the truce was arranged "because of the desire on the part of both parties to make a contribution to the

national welfare." These attitudes may well become the pattern along the U.S. labor front in 1947. Even the stubborn Allis-Chalmers strike in Wisconsin, one of the longest of the year (see pp. 22-23), is finally yielding to a sober realization of the costs involved to management, union and public.

To a remarkable degree both labor and management have been making conciliatory gestures; for varying reasons both sides seem convinced (see p. 24) that avoiding a repetition of 1946's strike wave is simply a matter of good common sense.



APRIL 29

STRIKE VOTE was taken at an open-air meeting held in stadium of the Wisconsin State Fair Park after 28 consecutive days of negotiations had proved fruitless.



OCT. 31

BITTER FIGHTING broke out near the plant as the strain grew on pickets and police. Here five officers carry off a spread-eagled striker to the patrol wagon.



DEC. 5

MASS DEMONSTRATIONS with friendly unions were called by Local 248. Huge picket lines marched outside plant. Mass picketing was presently prohibited.



APRIL 30

STRIKE BEGAN the next day with pickets marching peacefully before the Allis-Chalmers plant in West Allis, a suburb of Milwaukee. Many strikers took "temporary" jobs elsewhere.



NOV. 1

PICKETING DWINDLED when rain dampened spirits. Here a single picket carrying an umbrella maintains a token line before the factory. Elsewhere the day was not quiet (see right).



JAN. 7

BACK AT WORK, some 4,000 ex-strikers were called scabs and traitors by the strikers. They maintained some production. These are working on an assembly line for farm tractors.

ALLIS-CHALMERS STRIKE HAS BEEN LONG, COSTLY

Battle between tough management and Red-led local
has epitomized the flaws in U.S. labor relations

Sitting in the warm sunshine of an April day, the 11,000 employees of the Allis-Chalmers Company near Milwaukee voted to go on strike last year. Last week the strike was still on. In voting it Allis-Chalmers' men had also voted, unknowingly to give the rest of the U.S. a capsule summation of the costly flaws in U.S. labor relations. In one strike they demonstrated what happens when management and union cannot get together and when the situation is further complicated by a bitter left wing-right wing fight within the union.

The management of Allis-Chalmers, one of the world's largest makers of farm implements and manufacturing machinery, is stiff-necked and has had a lot of labor trouble. The Allis-Chalmers union, Local 248 of the United Auto Workers is headed by men who persistently follow the Communist party line. They have been widely accused of party membership, have not denied it.

The Allis strike began with demands for higher wages, better grievance procedure and other benefits. But it grew into a kind of vicious border warfare



OCT. 29

FOUR DAYS OF VIOLENCE occurred in October when a back-to-work movement attacked some strikers. Pickets tried to tip over ex-strikers' cars, were prevented by police (above).



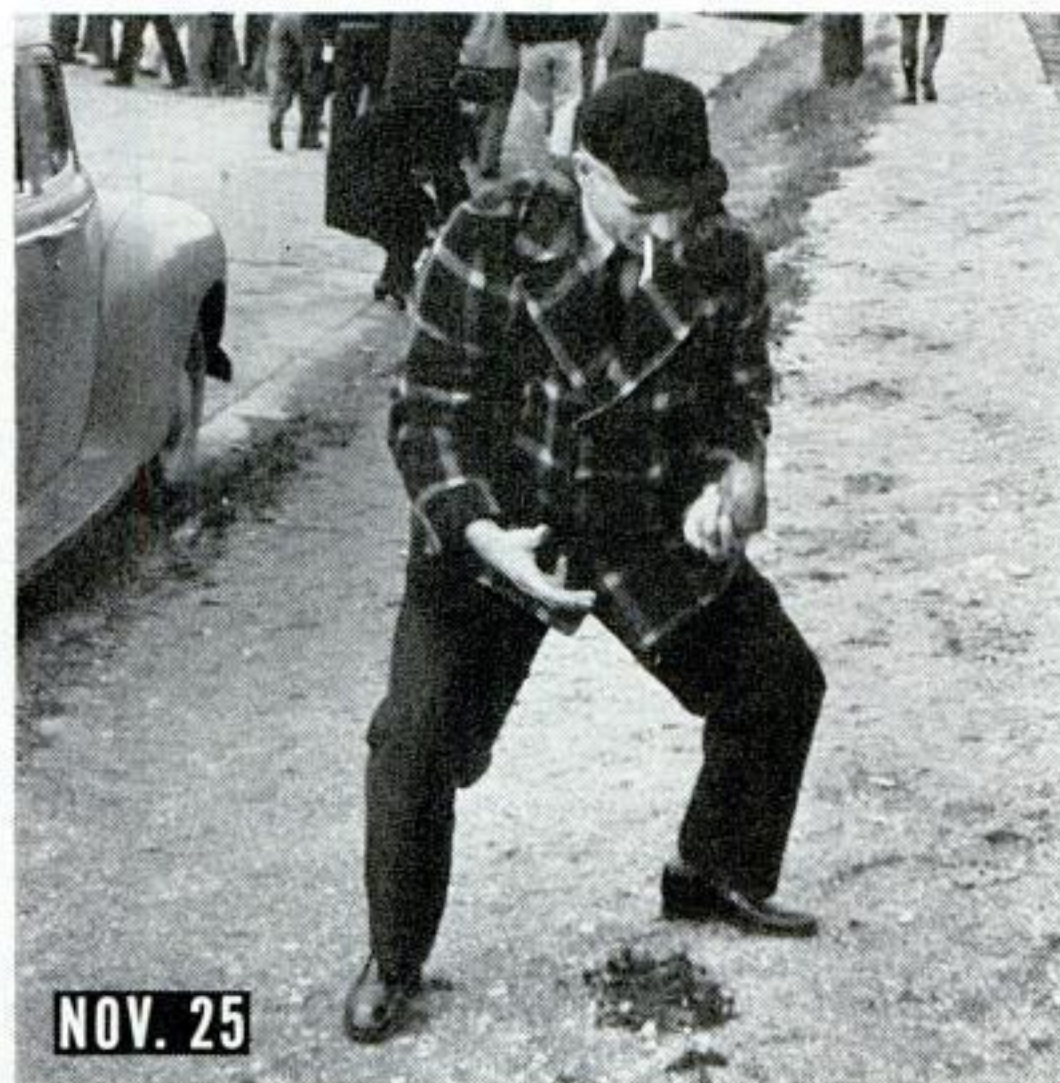
OCT. 30

SOME PRODUCTION started again and railroad cars were moved into the reopened plant. At first strikers sought to halt them but soon gave up the attempt.



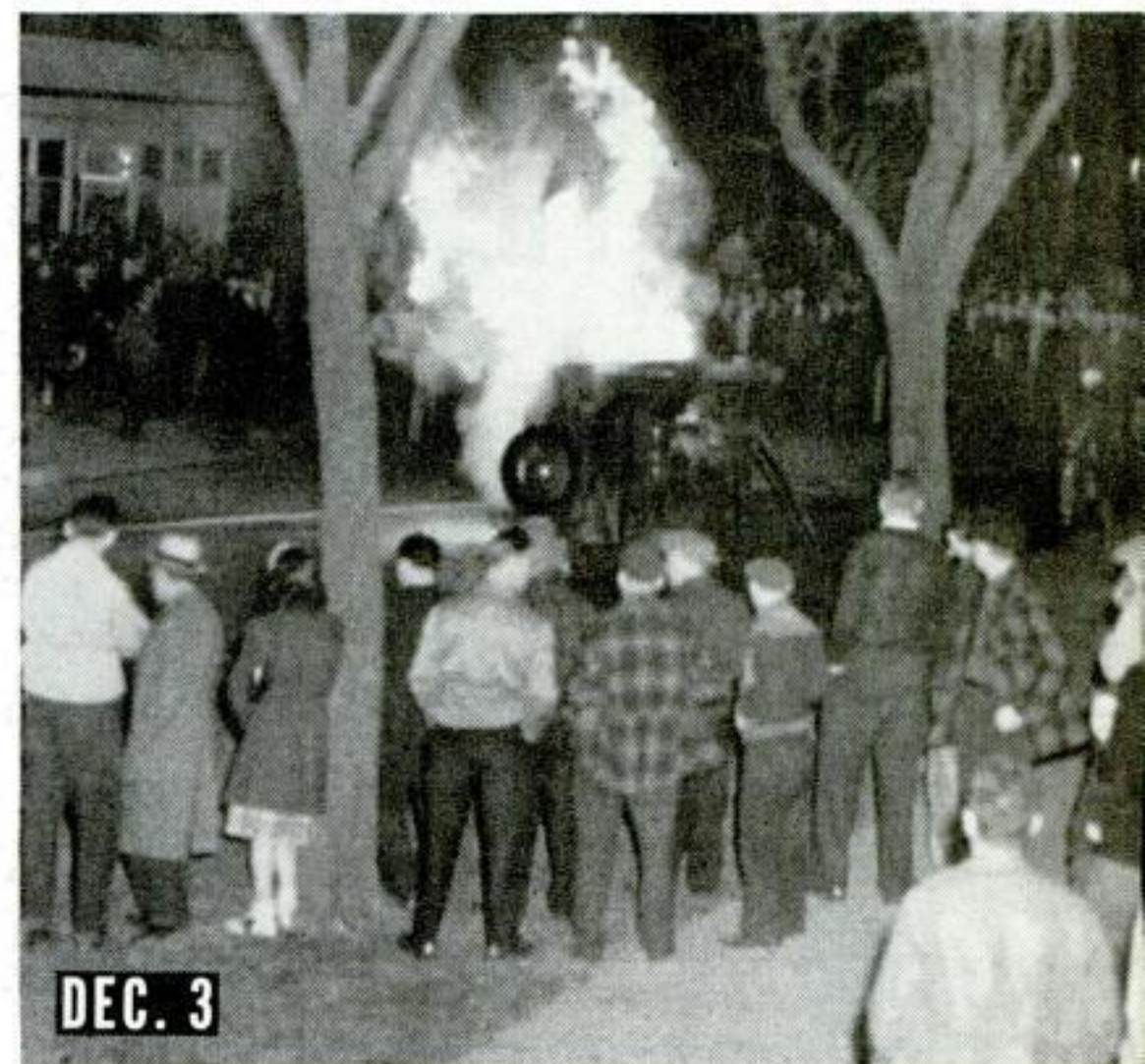
NOV. 1

PAINT WAS THROWN through worker's window as re-venge weapon. The homes of some strikers were also attacked.



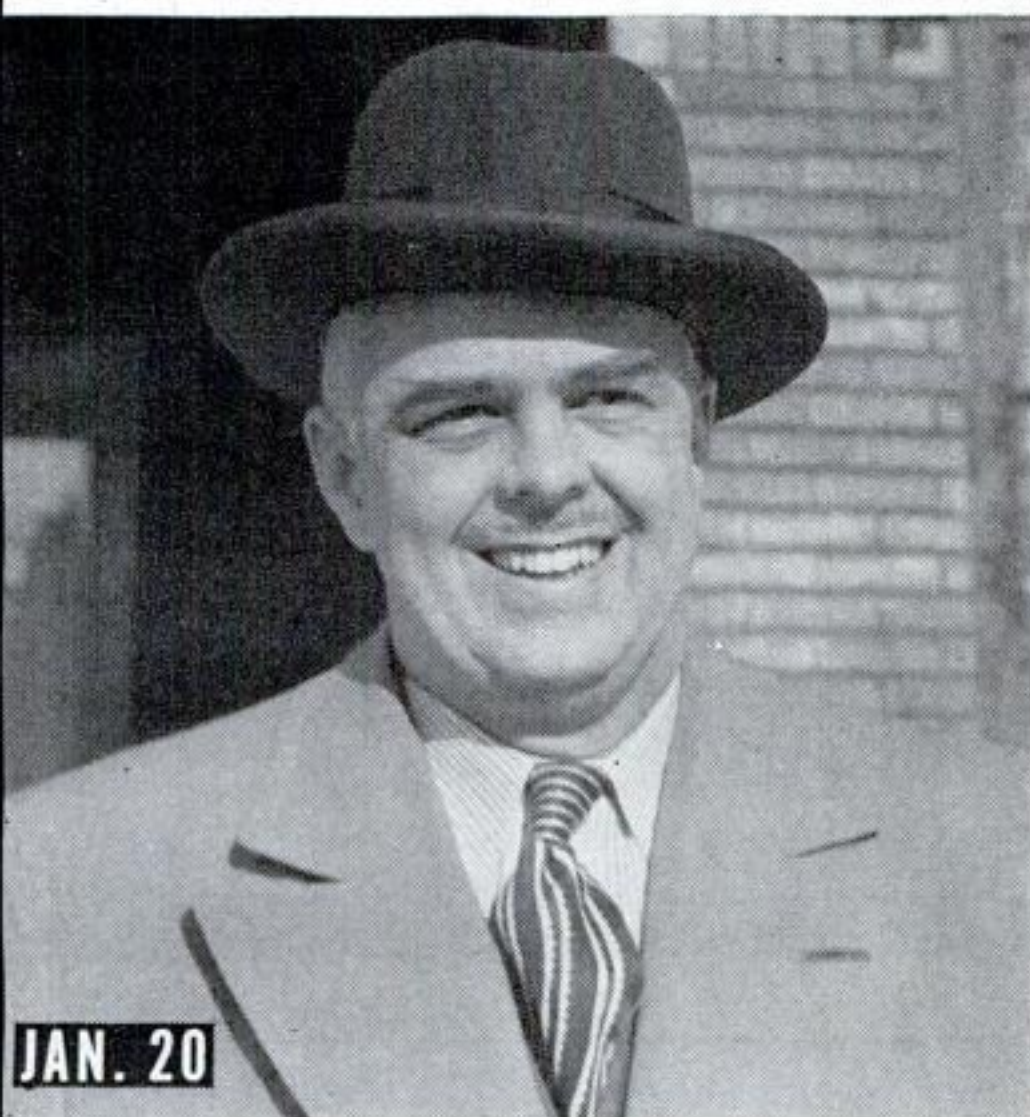
NOV. 25

ROCKS WERE THROWN during another outbreak when sympathetic Nash workers visited the plant, helped picket.



DEC. 3

CARS WERE BURNED (above) and tipped over in the street during another day of vicious fighting.



JAN. 20

MEDIATOR, the Rev. Ensworth Reisner, offered his services, later held a meeting of management and union heads.



JAN. 21

RIGHT-WING CHIEFS, Brophy (left) C.I.O. counsel, and Reuther, U.A.W. president, attended Reisner meeting.



JAN. 21

LEFT-WING CHIEFS, U.A.W. Vice President Thomas (left), Treasurer Addes, also attended.

aged with little credit to either side. As nerves frayed and time ran out, rocks flew on the picket line and thudded home, cars were wrecked and homes fouled, many people, some bystanders, were slugged and beaten. Yet for months neither side yielded an inch on the real issue. Some 4,000 of the 11,000 strikers angrily returned to work and provoked more incidents.

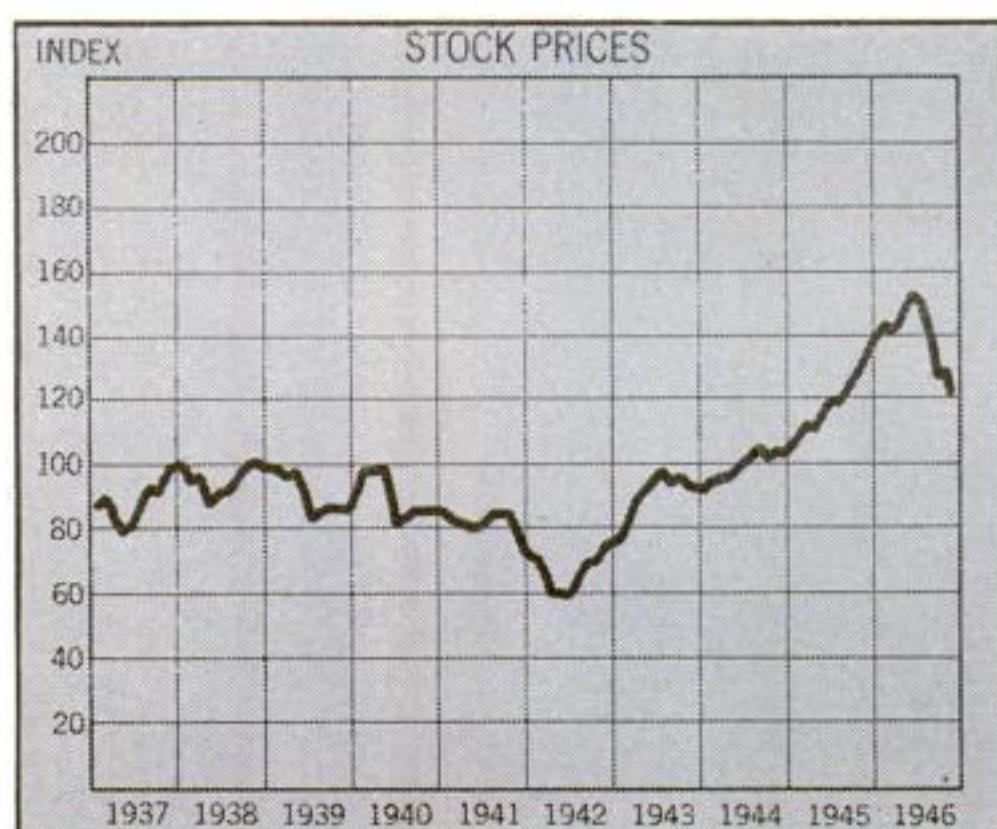
Union politics complicated the issue. U.A.W.'s right-wing International president Reuther has sought to overthrow Local 248's left-wing chiefs. But the International's left-wing executive board, led by R. J. Thomas and George Addes, protected them. At week's end a state labor-board election was held to determine whether Local 248 or a new "independent" union should represent the Allis workers. It appeared both company and union would be forced to give up soon. Although the cost was high (right), this and similar strikes throughout the U.S. seem to have had one advantage. Their example has given both labor leaders and management occasion to pause and think (see next page).

THE COST

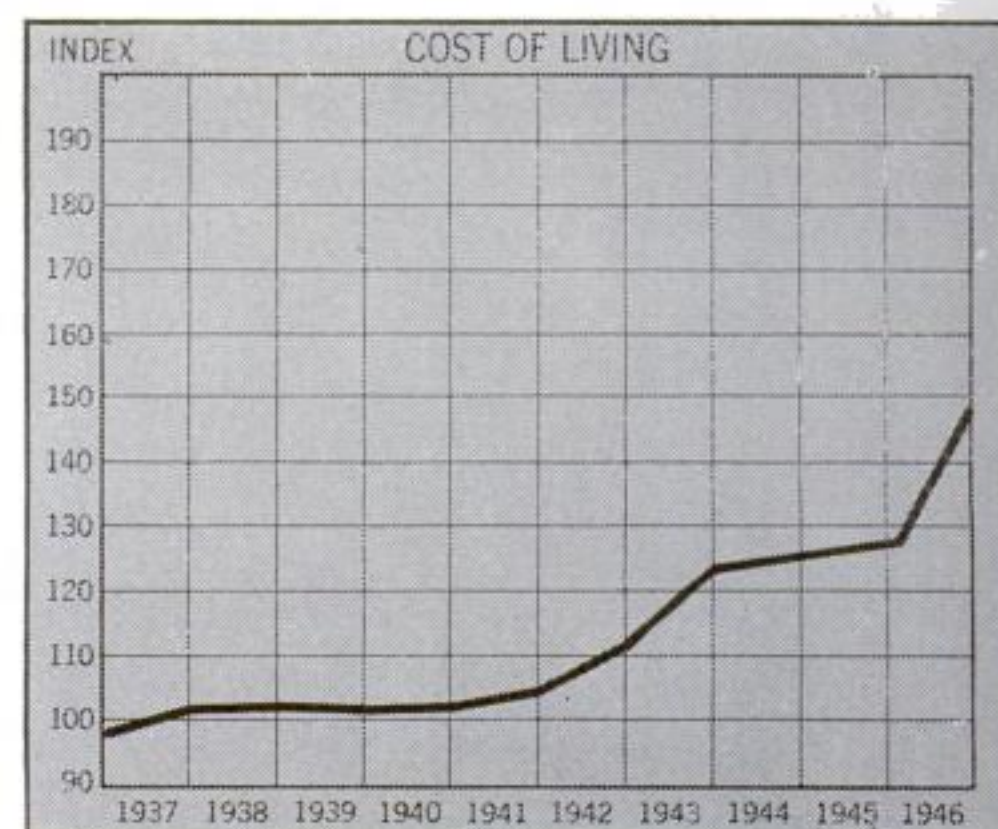
1	Salaries and overtime, strike duty police	\$64,200
2	Salaries of temporary police	10,000
3	Police hospitalization and equipment damage	3,000
4	Welfare aid to unemployed strikers	43,700
5	Estimate of damage done by vandals	16,000
6	Strikers' loss in wages	20,000,000
7	Company's estimated loss in production	35,000,000
TOTAL COST		\$55,136,900



NUMBER OF WAGE-EARNERS reached all-time peak in 1944. But U.S. still has virtually full employment.



STOCK-MARKET DECLINE, which sometimes forecasts a business recession, has been under way since May.



PRICES rose steadily during war, stood about 50% above prewar levels last December. But trend now is downward.

BOTH SIDES SEE NEED FOR AVOIDING STRIKES

As bargaining time for 1947 labor contracts approached last month, labor leaders were uttering words that would have been inconceivable at the start of strike-ridden 1946. Dewey Mead, president of the A.F.L.'s Building and Construction Trades Council in San Francisco, told a LIFE correspondent, "I have a feeling the wage peak will be reached in 1947. After that any further increases would be meaningless, because if wages go too high we'll simply be negotiating ourselves out of work. The prices of the houses we build will have to come down because it's getting so that the little fellow can't afford to buy a house or maintain one." Mervyn Rathborne, secretary of the California C.I.O., said, "Actually there are no demands that can't be negotiated without a serious work stoppage. The rank and file of the C.I.O. are in favor of working things out with a reasonable give and take."

The missing chip

Labor was certainly not ready to let management write its own ticket. "I hope industry and Congress don't get the idea they can push us around," one leader said. "If they try to push our head in a barrel we'll have to fight back." But obviously labor had lost the chip it carried on its shoulder at the start of 1946. One reason was that its leaders had learned that in times of inflated prices and continuing shortages the only cure is production—and that strikes only aggravate the problem and cost more than they gain, whatever their outcome.

All of 1946's wage increases—gained at a cost of more than \$130,000,000 in lost paychecks to the General Motors workers and \$80,000,000 to the

steelworkers and more millions to other strikers—had gone up the flue of higher prices. As the charts on this page show, the factory worker's weekly pay, thanks to the 1946 wage gains, stayed close to the peak it reached during wartime. But during the year the cost of living went up more than 20%. In buying power the worker was no better off than he was before—and he still had trouble finding suits, shirts, a place to live or an automobile. In fact, the price of a house or automobile was practically out of his reach anyway.

Businessmen had equal reason to be conciliatory. When all the figures were in for the year, 1946 profits would probably surpass their wartime peak of \$1,137,000,000 in 1941. But some firms were in deep trouble. The Ford Motor Co., plagued by strikes in steel, coal and parts concerns, suffered a loss of \$32,900,000 in the first nine months of the year and did not get into the black until the last quarter. Moreover there were signs that the Big Boom was over. The stock market, after reaching a peak in May, had suffered a sharp decline—partly in anticipation of lower prices, which would make everybody happy, but also partly in fear that the price shakedown might turn into a recession. You could buy theater tickets on Broadway and find a nightclub table anywhere; the bottom was out of the fur-coat market; used cars were marked down 25%, and car manufacturers were beginning to wonder how long they could sell their models at \$1,200 and up.

Thus all the economic factors worked for labor peace. For businessmen, uninterrupted production would cut unit costs, keep industry from "pricing itself out of the market" and maintain profits even

while the air leaked out of the boom. For labor prices were more important at the moment than wages: a 10% decline in the cost of living would be as good as an 11% raise, a 20% decline as good as a 25% raise. A pay raise which further boosted the cost of living would be no good at all.

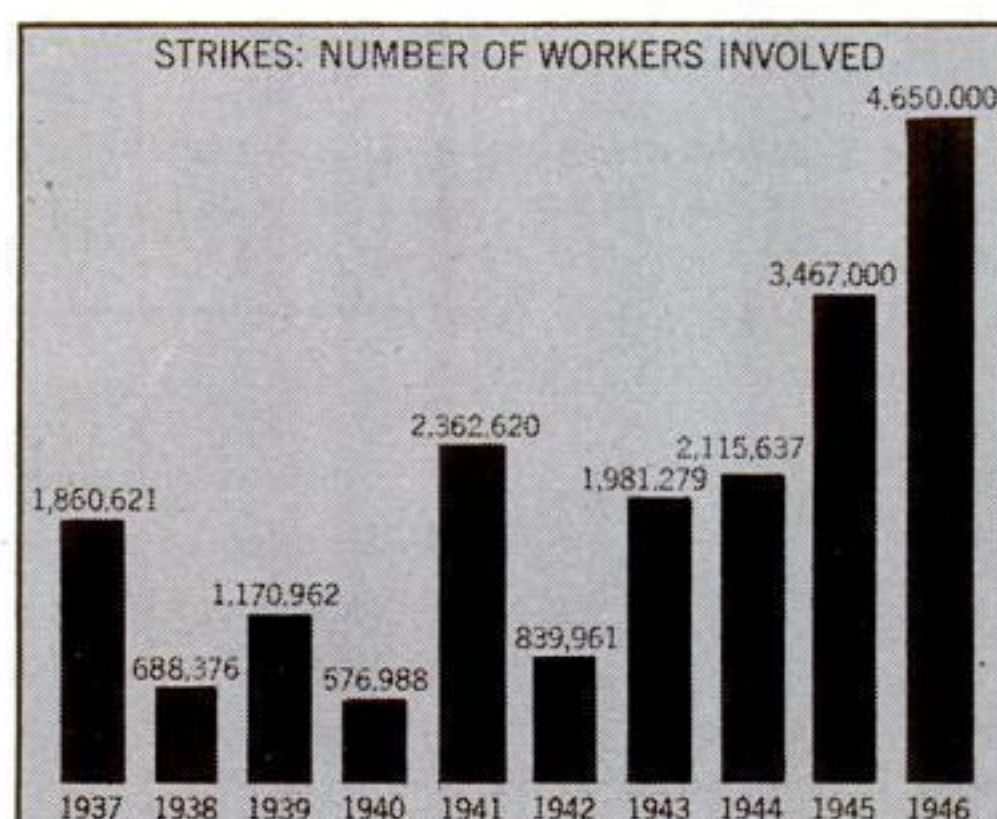
The C.I.O.'s troubles

If common sense demanded labor peace in 1947, so did the state of the unions. The C.I.O. had lost many of its wartime members in shipbuilding and aircraft; it was now definitely smaller than the A.F.L. and had to conserve its money. Moreover it was racked by dissension between left wing and right and worried about the specter of John Lewis, ready to raid its flank if the C.I.O. got too involved on a strike front. In public support the unions had lost in a single year of unpopular strikes the gains they had made in the '30s. In a recent FORTUNE poll 49% said that the nation would be better off without unions or that unions "do more harm than good the way they are run now," while only 42% said the unions were doing a fine job or at least doing more good than harm.

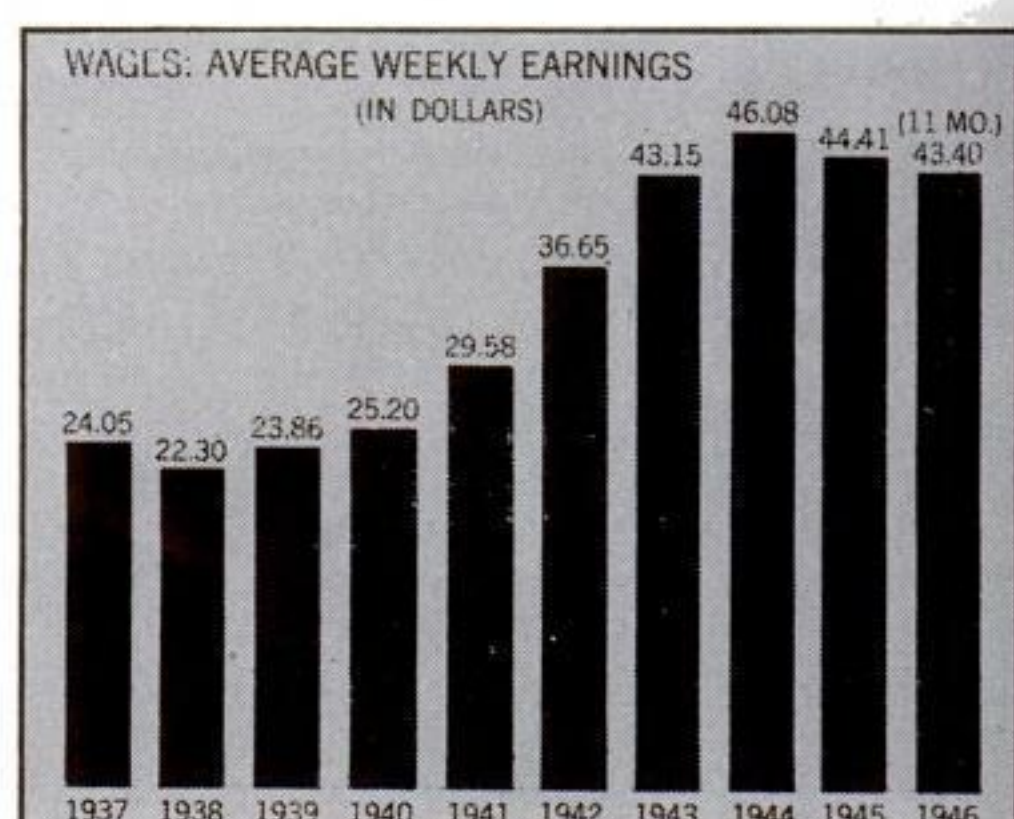
The new Congress, whose election was at least in part a mandate to do something to stop labor disputes, was busy proposing laws to curb some of labor's power. Minnesota's Ball (*opposite page*) had already introduced a series of bills which are anathema to most labor leaders. At the moment Ball's proposals seemed likely to be watered down. But a powerful deterrent against strikes in 1947 was the fact that a repetition of last year might produce legislation that would make Ball's program look like labor-coddling.



INDUSTRY'S PROFITS are around the wartime peak. Shaded part of the 1946 bar may prove to be much higher.



STRIKE WAVE which began after V-J Day resulted in loss of about 70,000,000 man-days during 1945 and 1946.



FACTORY WAGES hit peak with help of overtime in 1944. Today's higher pay scales are keeping them well up.



WORKING ON LABOR CURBS, Senator Joseph H. Ball of Minnesota has become No. 1 legislator of unions.

He has drawn up bills to prohibit unions from industry-wide bargaining, organization of foremen, jurisdictional

strikes and secondary boycotts. He also favors outlawing the closed shop. Final legislation will probably be milder.

PEACE OF MIND

MANY PALLIATIVES ARE OFFERED FOR PERSONAL UNHAPPINESS, BUT THERE IS ONLY ONE CURE

Judging from the way Joshua L. Liebman's book, *Peace of Mind*, has continued in the ranks of the best-sellers, this must be quite a troubled land. Why? We won the war, the boys are mostly home, nearly everybody has a job. There's gas in the car, butter on the table and even gum in the slot machines once in a while. Yet at one end of the scale citizens are moaning the blues, while at the other they are reclining on the psychoanalyst's couch recounting their lives and their loves. In between these extremes a great many are buying Rabbi Liebman's book and trying to get for \$2.50 what they haven't got. In view of our general blessings one might conclude—the thought must even occasionally suggest itself to a bored analyst—that what this country really needs is a good kick in the pants.

"... A Little Cracked"

But physical shock is not always efficacious treatment for a neurosis. A measure of understanding and good-humored tolerance frequently helps more. Emerson, in a rather surprising limitation of deity, remarked that everything God made had a crack in it. One of the jobs of those who work with the unhappy is to make clear that no matter how complex an individual's problem may be, it is also experienced by many others. And in the company that misery loves there is at least passing comfort in being part of a pattern in which everybody is more or less disappointed in love, sinful, unsuccessful—and a little cracked.

That is consoling but not inspiring. A merit of books such as Liebman's is to suggest that man is not at the sharp mercy of his complexes and shortcomings but has recourse to himself and to a power outside himself. In learning to rely upon God, many men have been able to find answers to their problems. There are those lacking in the usual equipment of glamour who yet find romance; others prosper in the midst of business doldrums, and a few fortunate ones achieve peace of mind. Psychotherapy may uncover errors, may make it possible to be at peace with something less than perfection, but only religion tells man to act in the image and likeness of God.

There may have been times when it was more pleasant than now to live on earth: in Greece during the golden age, if you were not a slave; in Rome, if you were a patrician; perhaps in Elizabethan England, if you were a merchant adventurer. But never in history has there been a society so favorable for the free cultural and economic rise of the individual as today in the U.S. We enjoy the culmination of five centuries of wresting free of social, religious and economic limitations. It is a process that began with that fresh inquiry into the nature of God which marked the end of the Dark Ages. It has brought such political blessings as the group of freedoms we bundle under the convenient name, democracy. And it has resulted in a society designed to furnish the most vivid reasons for living in the present rather than in the past or future.

Just as democracy requires constant defense, on battlefield and off, so our economic system needs not only defense but perspective. In a sense we have duplicated the sins of the ancient Israelites and have made a golden calf which we worship. As one social psychologist puts it, "The

anxieties of Western man are . . . concerned with success as a form of self-realization in the same way that salvation was in the Middle Ages."

The modern American is more keen to bring home the bacon in a Cadillac than he is to understand, much less improve, the odd sort of carrot-and-stick society in which we live. For this American, like the jackass, must be beaten with a stick or lured with a carrot if he is to move forward. We live at a time when special exertion and maybe a little scheming can sometimes extract a number of material things from our economy. But if it is peace of mind we want, it will not be found along that route.

That, of course, is the reason that after all his striving, modern man still feels he is on a treadmill. Ecclesiastes, who accumulated much and denied himself nothing, felt that way long ago. He looked on ". . . all the works that my hands had wrought, and on the labor that I had labored to do: and, behold, all was vanity and vexation of spirit. . . ." Today we, too, have our vexations of spirit. About 8,000,000 U.S. citizens are neurotic, the Social Security Board estimates. The discoveries of psychosomatic medicine make you wonder where the diseases of the mind leave off and those of the body begin, so many illnesses are now seen to have origin in mental tensions. Dr. Walter Alvarez of the Mayo Clinic calls the stomach ulcer the "wound-stripe of civilization." What a civilization!

Of Heaven and Hell

And there is no escape in merely withdrawing from the battle. In Dante's *Inferno* the escapists are pointed out as those who lived without praise or blame "but were for themselves only." They were rejected of Heaven and refused of Hell. There was scant place for them in the *Inferno*; there is scant place, outside of institutions, for escapists today. It is a prerequisite to be part of the hubbub.

That is quite an order for a generation which has been larruped by a depression and war and which is jittery about the Lord knows what to come. Moreover, in the midst of the confusing currents that churn around our way of life, we are, unless alert, liable to feel afraid. That is the danger. For fear has some well-observed effects on men, no less than on the long-eared animals. It can cause all the tensions that make us unhappy.

For these anxieties no dearth of remedies are offered, some good, some only so-so and a few quite bad. Some psychoanalysts stress ridding ourselves of childish repressions. Some people believe we could eliminate great fears if we had socialized medicine. The communists would level wealth. The semanticists say we use words wrong and that is one reason we are maladjusted. Lewis Mumford, Frank Lloyd Wright and others believe city life is a root of evil. And from reading the ads you might assume that success, romance and, incidentally, peace of mind were matters of smoking cured honey butter, brushing your teeth with Wearyum or drinking Old Hangover.

At best these are palliatives, not cures. How will you attack the basic fear, the insecurity and the forlornness of modern life? On this Liebman is very good: ". . . we must master fear through faith—faith in the worthwhileness of

life, and the trustworthiness of God; faith in the meaning of our pain and striving, the confidence that God will not cast us aside but will use each one of us as a piece of priceless mosaic in the design of His universe."

There is much wisdom in that. It calls for a demonstrable faith in the living and powerful God who carried the children of Israel through the sea of doubt and fear, who made David victor over Goliath and preserved Daniel among the lions. And faith that God will use each as a "piece of priceless mosaic" suggests love, the central contribution of Christ's teachings. Love is a quality of action. It must be predicated upon faith and its true application automatically will take care of everything else, for when you apply something and see it work you will have faith in it. How many job anxieties would be relieved if each worker were regarded by his employer as a "piece of priceless mosaic." What irritations and injustices would diminish if workers and employers were united in cooperatively fitting together the pieces in "the design of His universe."

Of Spirit

Faith is not bought in the market place. You do not hold it in your hand to get the feel of it or hold it to your ear to hear it tick. Nor is it so, with love. Yet we know of faith and of love through our reason. God might have reached man through his senses but instead appeals to his reasoning powers. When skeptics have questioned the power of God and have said that the gospels of Jesus were merely figments of imagination, wise men have replied that the truth of the teachings is provable in any age, and that if they were indeed "imaginings," the inventor would be a "more astonishing character than the hero."

A nation so rich in blessings yet gripped with a psychic unhappiness could do no better than consider for a moment the qualities of that Giver of "every good . . . and perfect gift," and with faith seek there for what it wants. For obviously peace of mind is of the spirit, not matter.

PICTURE OF THE WEEK: ➔

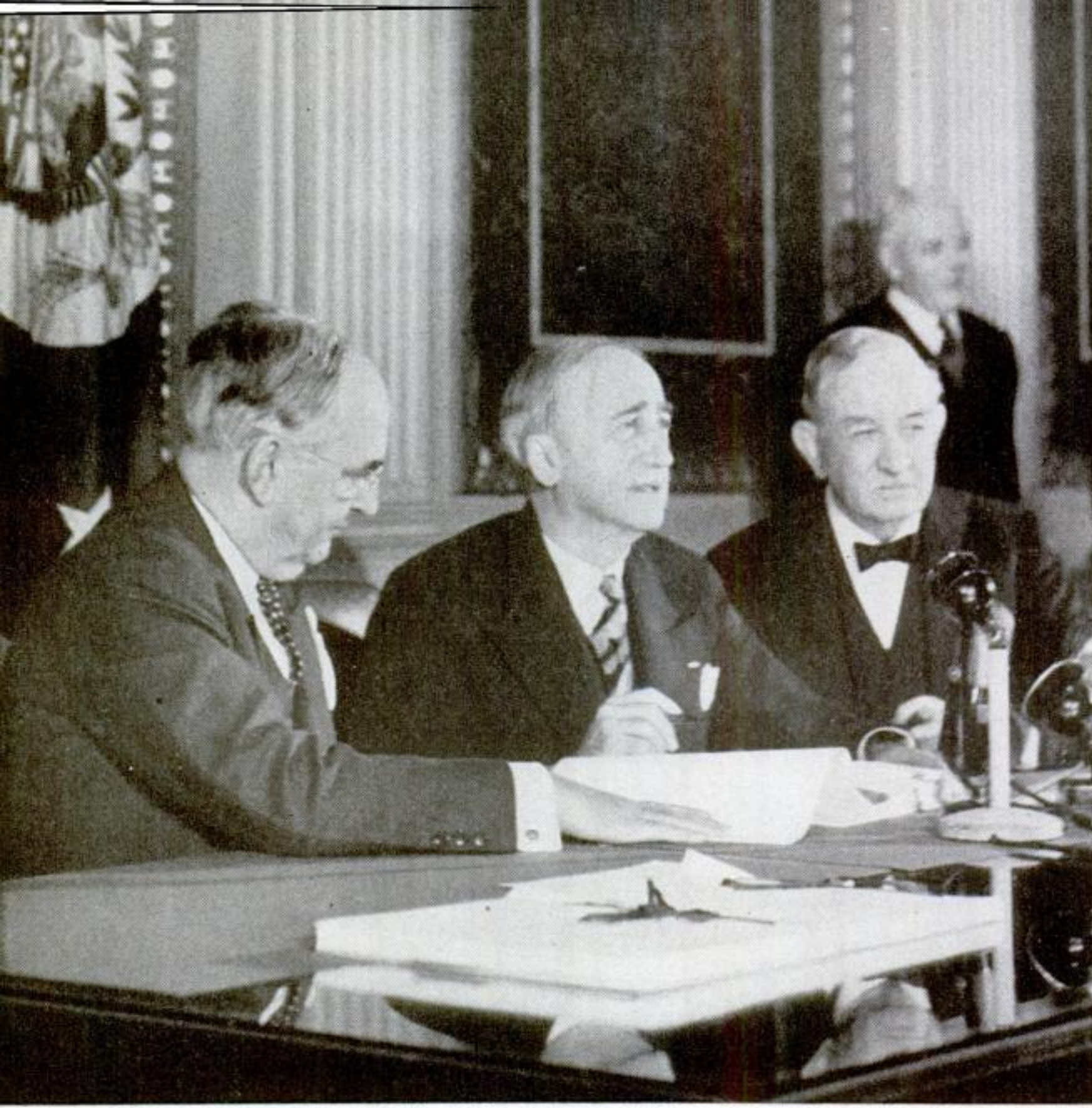


Robert ("Red") Manley is a salesman of South Gate, Calif. who is married to a very pretty girl. But recently Red wondered if he really loved her and thought a night with another girl would decide it for him. He selected a charmer (inset) whose black hair and gowns led friends

to call her the Black Dahlia. But a few days after Red left her, she was found in a Los Angeles field, gruesomely murdered and at once became the coast-to-coast tabloid sensation of the week. Red was seized and questioned and proved his innocence of the crime to the police. He proved his innocence of infidelity to his wife when he told her the Black Dahlia had spent the night sitting up in a hotel chair. When he added that the affair had proved to him he still loved his wife, Mrs. Manley promptly proved that she still loved him (opposite page).



SHE (TO HER ERRING HUSBAND): HONEY, YOU'RE FORGIVEN
HE: THAT'S THE LAST TIME I'LL EVER CHEAT ON MY WIFE



IN LAST OFFICIAL ACT, BYRNES SIGNS PEACE TREATIES WITH FOUR COUNTRIES



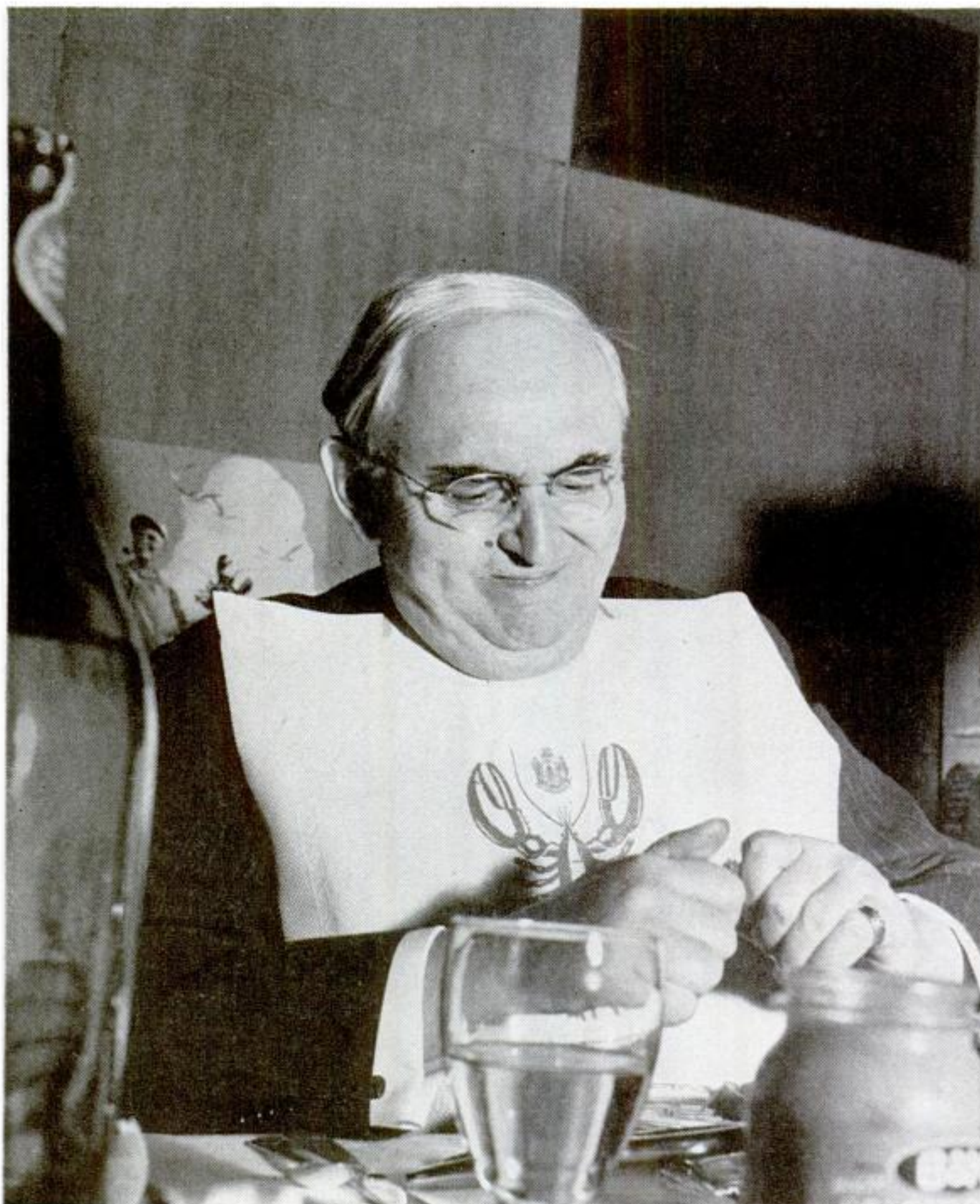
IN WHITE HOUSE, MARSHALL TAKES OATH AS SECRETARY OF STATE WHILE MEN

WEEK'S WORK IN WASHINGTON

Byrnes signs peace treaties and Marshall takes over while Senate struggles with lobsters and the budget

Washington worked hard last week, grinding out history complete with footnotes. On Monday, unable to relinquish his office to General George Marshall because Marshall's plane was stormbound in Chicago, Secretary of State James Byrnes put on a substitute feature attraction. He signed peace treaties (*above, left*) with four former Axis satellite countries, Italy, Hungary, Rumania and Bulgaria.

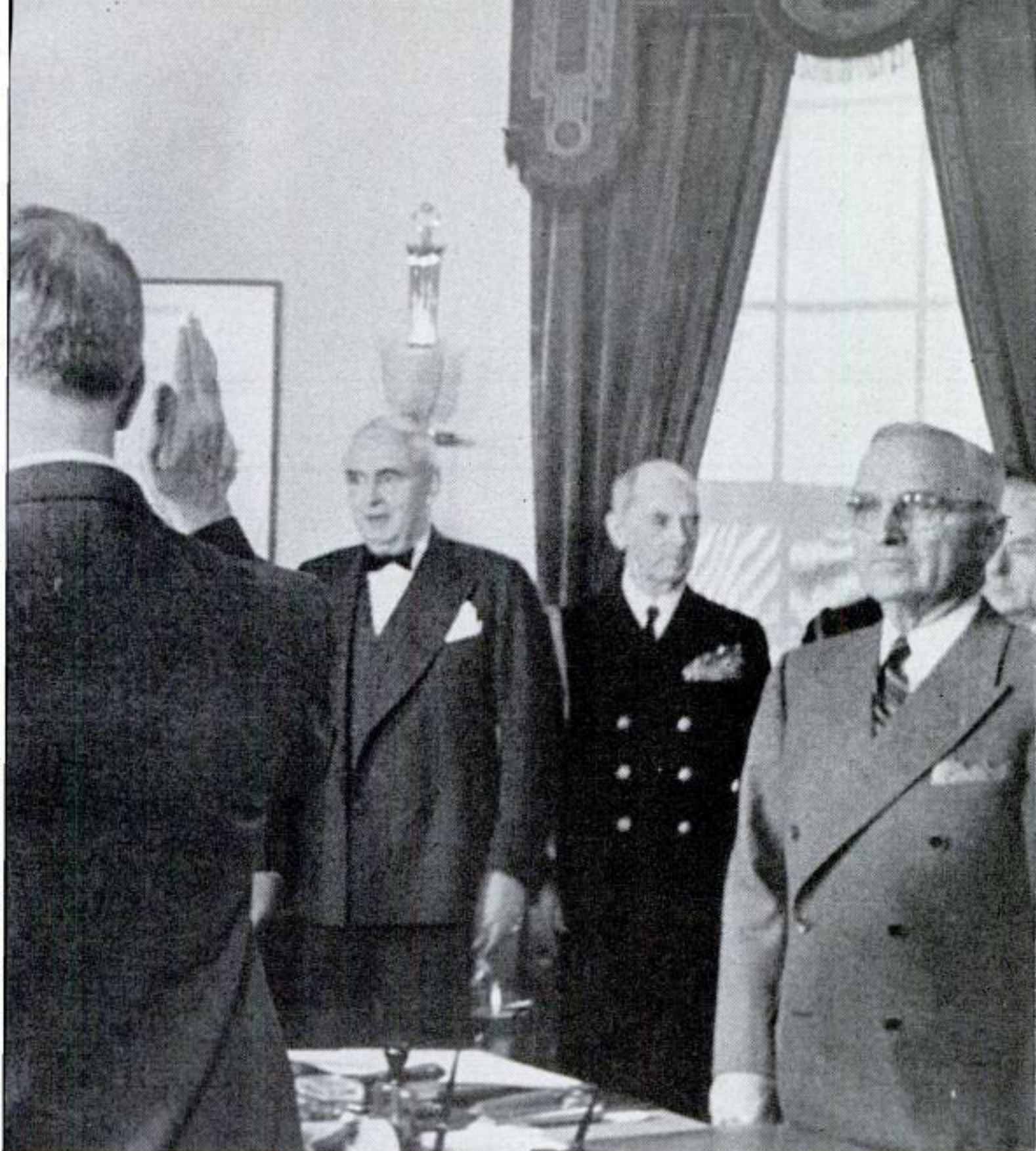
On Tuesday, George Marshall, arriving by train, was sworn in as the 52nd U.S. Secretary of State by Chief Justice Fred M. Vinson in the White House. Standing with Marshall at the ceremony (*above, center*) were President Truman,



APPREHENSIVE VANDENBERG, ANTICIPATING A SHOWER, GINGERLY SNAPS A CLAW



FASTIDIOUS TAFT, EXPECTING A STRENUOUS TUSSE, TIES HIS NAPKIN SECURELY



WHO MAKE U.S. FOREIGN POLICY WATCH CHIEF JUSTICE VINSON SWEAR HIM IN

State Department officials and ranking members of Congress. After the swearing-in President Truman and his past and present Secretaries, both of whom seemed hugely pleased with what had just happened, posed for a gleeful, toothy picture (above, right).

Congress, having gotten on well with its organization, settled down and went to work. It shook the President's 1947 budget like a man shaking a fruit tree, hoping something would fall out. Nothing did, but Congress indicated it would continue shaking. On another front, although Senator Tobey (below, right) led a minor revolt in the Republican ranks, the Senate battled to a partisan 46-40



IN HIGH GLEE, PRESIDENT AND SECRETARIES SHAKE HANDS AFTER THE CEREMONY

decision to keep the Senate War Investigating Committee in action for one year longer.

Relaxing after these strenuous efforts, 45 dinner-dressed Republican senators and their wives took time out to attend a banquet given by Maine's Senators Wallace White and Owen Brewster. In the Federal Room of Washington's Hotel Statler they feasted on a varied menu, flown down from Maine for the occasion. *Pièce de résistance* was Maine lobster. As in the question of the War Investigating Committee, the senators had different ideas (below) about the problem at hand. At the banquet's end, however, they had eaten all the lobsters.



MILLIKAN OF COLORADO, WHERE LOBSTERS ARE NOT NATIVE, TEARS HIS IN TWO



TOBEY OF NEW HAMPSHIRE, WHERE LOBSTERS ABOUND, DIVIDES HIS SKILLFULLY

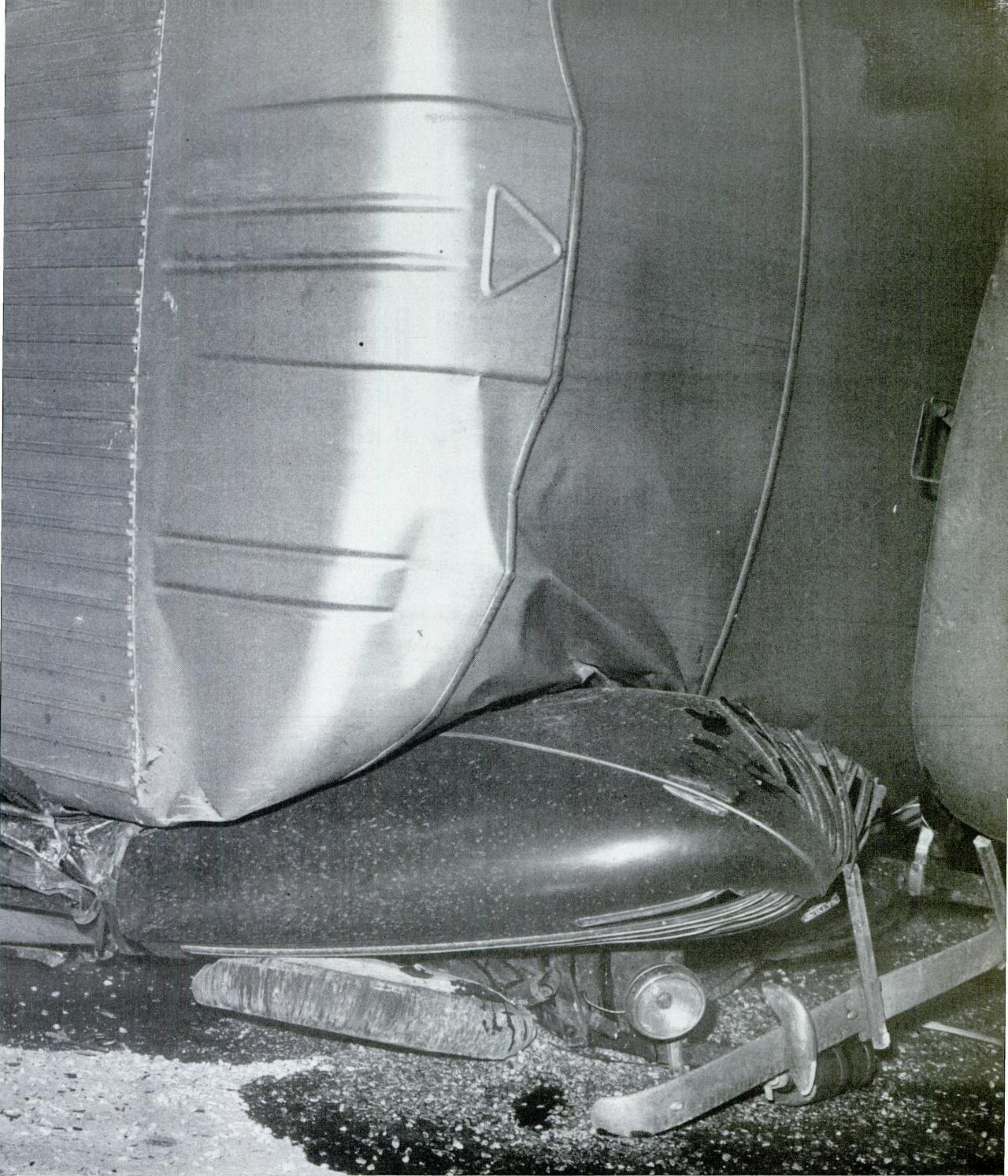


TRUCK FLATTENS CAR

A 20-ton trailer squashes an automobile into junk

On the night of Jan. 16, Ernest Akins drove jauntily down a side street toward Route 52, a main trunk line into Indianapolis. He came to a stop sign. Paying no attention, he zipped his little four-cylinder sedan out onto the big highway.

Pounding down Route 52 came a giant 20-ton trailer-truck loaded with window blinds and glass panes. Truck Driver Fred Auton spotted Akins' car as it jack-rabbed out in front of him. He slammed on his brakes and clawed at the steering wheel, but the motion of the massive trailer could not be stopped or



swerved in time. Tractor and trailer jackknifed together and smashed into the small car. Then with a gargantuan roll the huge truck careened off the highway into a filling station and fell over, mashing the car beneath it like a ping-pong ball beneath a boulder. Akins sprawled on the glass-sprinkled concrete, dead. A pool of oil spread slowly beside his body. The wheels of the toppled trailer spun for a moment in the air, then stopped.

When police arrived they found that the car's wrecked body was only 18 inches

thick. They looked at Akins' body (*above, left*) and shook their heads. Nearby, however, they found the car's owner, Charles Randall, who had been riding as a passenger. Miraculously he had jumped clear, was still alive. Truck Driver Auton was shaken up but apparently uninjured. While Randall was rushed to a hospital, firemen stood by a smashed pump in the gas station until danger of a blaze had passed. Then police, removing Akins' trapped, crumpled body, made an ironic discovery. None of the glass in the trailer's cargo was broken.



ENRAGED BULL, stung by four *banderillas* in his neck, charges Manolete instead of the cape and gores him in the left leg. Born in Spain, Manolete is reigning idol of Mexico's bullfight fans.



MANOLETE IS HURLED into the air on the horns of the charging bull. Below: his helpers and valet (in civilian suit) rush to distract the bull from goring Manolete as he lies on the ground.



MEXICO CITY RING IS THE WORLD'S LARGEST

RIOT IN THE AFTERNOON

A crowded Mexican bull ring joins private fight of jeering millionaire and indignant matador

One afternoon last month it was wilder in Mexico City's great year-old bullfight stadium (above) than it is in Brooklyn when the baseball fans start hurling bottles in Ebbets Field. Some 58,000 *aficionados* (bullfight fans) had come to watch their two favorite matadors—Lorenzo Garza, "The Magnificent One" (inset) and his rival, Manuel Rodríguez, known as "Manolete, the Monster" (LIFE, April 29, 1946)—outrival each other in skill and courage against the country's best breed of bulls.

The trouble began when Garza did away with his first bull in a listless manner and was roundly booed (below). Then Manolete strode forth into the arena. In a moment of overconfidence he let the bull charge him, was gored and hurled high into the air (left). Dazed, he staggered to his feet, killed the bull and was carried to a hospital. This raised the excitement of the crowd to fever pitch.

When Garza reappeared he was greeted with louder jeers than ever. A millionaire fan in a ringside seat hit him in the face with a seat cushion and called him a dirty name. This was more than The Magnificent One could bear. Forgetting the bull, he climbed over the ringside fence and knocked down the fan. Another fan struck down The Magnificent One, and tempers flared. The crowd pounced on Garza's aides and the matador himself had to be rescued by police. Then the riot broke loose. All over the stadium fans set fire to cushions, threw chairs, tore down the clock, ripped out the loudspeaker system. By the time police restored order, 20 spectators had been injured and Garza and the millionaire were in jail. But by week's end Manolete was out of the hospital; Garza and the millionaire were out of the jail and everyone concerned had paid big fines to the Mexican government.



GARZA IN LOCAL JAIL



CUSHIONS litter ring around Lorenzo Garza (center) as he shouts at fans who threw them. He usually gets more than \$4,000 for afternoon's workout.



MILLIONAIRE WHO BEGAN THE RIOT IS GIVEN BUM'S RUSH BY POLICE, WHO SHOVE HIM OVER RINGSIDE FENCE WHILE OTHER POLICE TUG AT HIM FROM BELOW



POLICE DRAG another angry rioter from the grandstand while seat cushions still sail through the air. Police reinforcements used rifle butts to quell the riot at one point.



SEATS ARE BURNED and upset during the riot. Spectator at the left has apparently raised his arm to stop the fans in the upper rows from throwing their chairs his way.



IN HIS OFFICE AT McALLEN, TEXAS, ANDREW PARIS PENSIVELY SNAPS HIS GUM INTO A PERFECT BUBBLE ALMOST BIG ENOUGH TO HIDE HIS BLACK MUSTACHE

BUBBLE-GUM KING

A smart businessman imports it
and corners the pigtail market

A nattily dressed man named Andrew J. Paris, who likes the taste of bubble gum, may soon become the pigtail set's Man of Distinction (above). This year Mr. Paris plans to dump some 5,000 tons of bubble gum on the market and thereby win himself a temporary corner on a business that will make money as long as kids from 6 to 16 are able to chew. Mr. Paris, a smart young candy importer of McAllen, Texas, has been able to sew up rights on the output of four Mexican factories at

Monterrey. Meanwhile U.S. gum manufacturers are stumbling along with scanty supplies of sugar and latex, the basic liquid that makes bubble gum bubble. By 1948 U.S. manufacturers will probably be getting enough latex to catch up with Mr. Paris, but until then they will have a tough time cutting into his source of supply. The Mexicans find him the perfect U.S. ambassador because he wears loud neckties, dances the samba and flamboyantly drives a long, low Chrysler convertible.



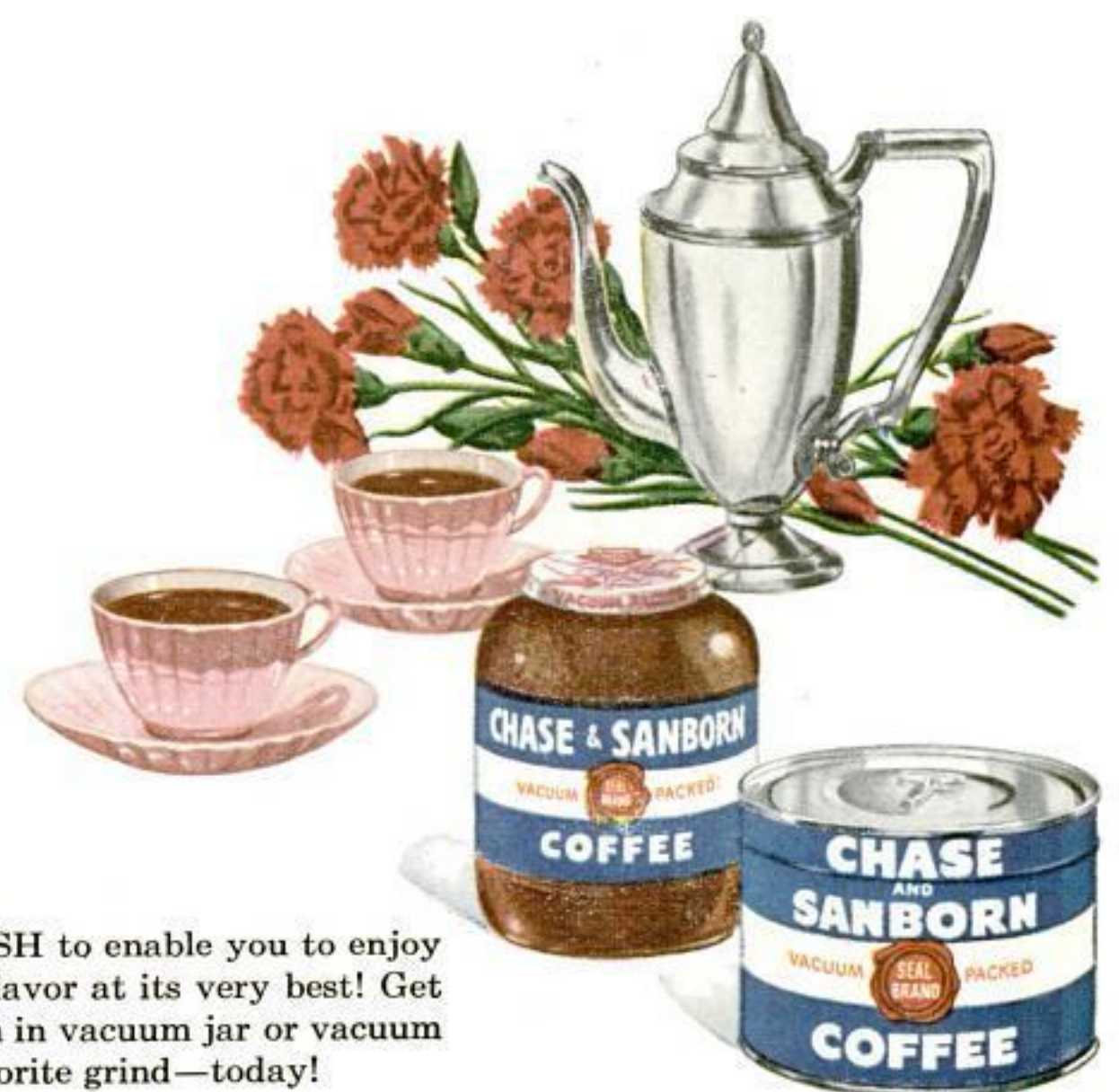
"EARLY MORNING IN THE COFFEE COUNTRY"—the distinguished painting by Doris Rosenthal—showing the loading of "shade-grown" coffee berries on coffee train.

Why the finest coffees are grown under shade



In cool, dewy shade—under an awning of taller trees—the finest coffee beans in gay red jackets slowly store up the rich "shade-grown" flavor that has brought Chase & Sanborn the biggest success in 82 years.

- Cool, moist shade allows the good earth of the tropics to create coffee beans with flavor that is a marvel of mellow richness. These finer coffees add the "shade-grown" flavor America loves in Chase & Sanborn. "Shade-grown" coffees explain why more people chose Chase & Sanborn in the past year than ever before in its 82-year history!



VACUUM FRESH to enable you to enjoy "shade-grown" flavor at its very best! Get Chase & Sanborn in vacuum jar or vacuum can—in your favorite grind—today!

You get "Shade-grown" Flavor in Chase & Sanborn Coffee



FIRST OF ALL - FOR FLAVOR!

In a drink, *flavor comes first!* And your first drink of Paul Jones will tell you that here indeed is truly mellow, full-bodied *flavor*. Paul Jones, you see, is made the slow, old-fashioned way. That's why—in a drink—it tastes so especially rich and hearty.

*Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.
Frankfort Distillers Corporation, New York City.*

Paul Jones
FIRST OF ALL... FOR FLAVOR!



A NEW LEO DUROCHER SITS BY MEEKLY WHILE HIS WIFE TRIES TO TALK THE JUDGE OUT OF CANCELING HER DIVORCE

THE CASE OF LEO AND LARAINÉ

Baseball's loudmouth and Hollywood's nice girl may be put out at home

The picture above depicts a remarkable situation. Taken last week in Los Angeles, it shows the biggest mouth in baseball on one of the few occasions when it has been at a loss for words. Rowdy Baseball Manager Leo Ernest Durocher and sweet-faced Movie Actress Laraine Day had reason for their concern. The day before this photograph was made Durocher and Miss Day had been married by an El Paso, Texas justice of the peace. But back in Los Angeles Judge George A. Dockweiler (*above*) withheld blessings. He had granted the bride an interlocutory divorce which forbade her to marry for a year. Judge Dockweiler hinted that Miss Day was a bigamist, announced that if she did not like his divorce, he would be glad to take it back. The new Mrs. Durocher also had a Mexican decree which required no particular grounds and only three minutes—about as long as it takes the bridegroom to change pitchers in Brooklyn. But the newlyweds promised they would not live together for a year—in California. The bride

wept, "Don't you want me to be happy?" Then she went home to her mother and her three children.

This cloak of humility does not become Durocher. His associates call him "The Lip," and Mrs. Durocher will find out why when she joins him next month in Havana for the Brooklyn Dodgers' spring training. Durocher's antics on the baseball diamond and his brawling with the umpires (*right*) got him suspended from organized baseball for five days out of the last season.

The new Mrs. Durocher will find herself leading a gay social life. Her spouse is fond of parties, beautiful women (*see below*) and numbers among his acquaintances some entertaining people of reportedly questionable character.

Mr. and Mrs. Durocher met in a transport plane, were thinking of getting married within a fortnight. The suddenness of the event, however, surprised Mrs. Durocher less than it did her husband. "My God," he exclaimed, "I came west to play golf and I end up with a wife and three kids."

LEO AND THE UMPIRES



CONLAN GIVES HIM THE HEAVE-HO



JORDA GIVES LEO (LEFT) A BATTLE



MAGERKURTH GIVES HIM A HINT

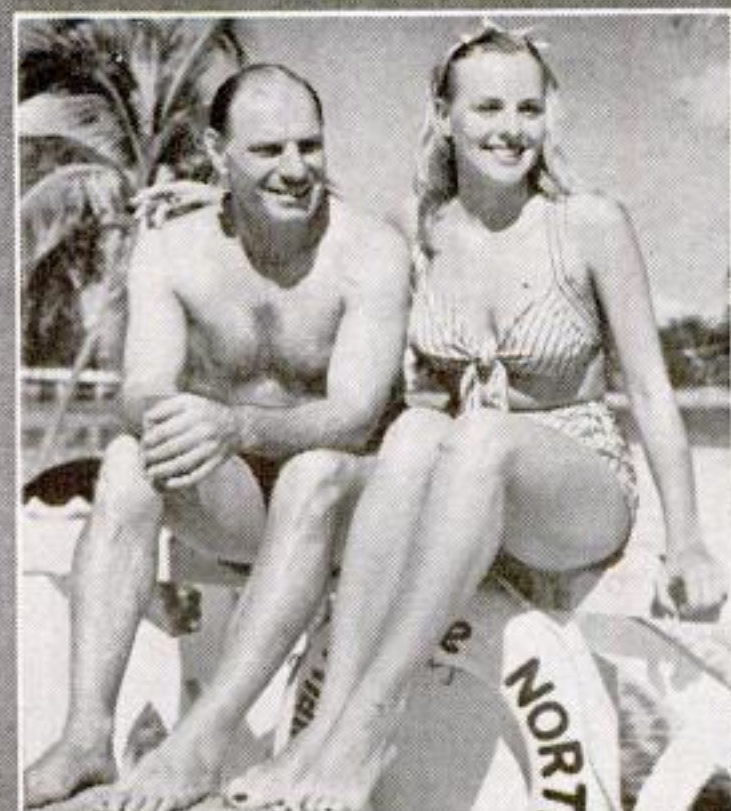


STEWART GIVES HIM COLD SILENCE



DUROCHER GIVES GOETZ A "PTUI!"

LEO AND THE LADIES



MODEL EDNA RYAN GIVES HIM SMILE



BETTY HUTTON GIVES HIM BEAR HUG



LINDA DARNELL GIVES HIM COOL KISS

CONTINUED ON NEXT PAGE

Which stand do you take ???

"Look! A great new cleaner... and the best for dishes!"

says **MRS. JOHN D. MARTIN**
of Louisville, Ky.

"The gentle suds of Ethyl Cleaner float heaviest grease from dishes, pots and pans in a jiffy!" (No scouring. Kind to the hands!)



"But look! I say Ethyl Cleaner's the best for washing woolens!"

says **MRS. DOROTHY WEIDMAN**
of Toledo, Ohio

"My woolens never looked lovelier. So soft and fresh. Ethyl Cleaner's so sudsy and so safe—even for the finest, daintiest lingerie!"



"I think you're both right! And it's also the best for washing cars!"

says **MR. JAMES M. GREER**
of Newburgh, N. Y.

"New Ethyl Cleaner washes all parts of a car quicker and easier! Whisks dirt from finish, glass, chrome, upholstery!" (Economical, too. A few drops, plus water, do the trick. Try it today!)



EVERYONE AGREES...

New Ethyl Cleaner is best for so many things!



Look for the
Ethyl trademark



My! What suds!



AVAILABLE AT LEADING STORES AND AUTOMOBILE SERVICE STATIONS

Leo and Laraine CONTINUED



DUROCHER'S PALS, with him (left), include Movie Villain George Raft (center) and Toots Shor (right), New York restaurateur to sports celebrities

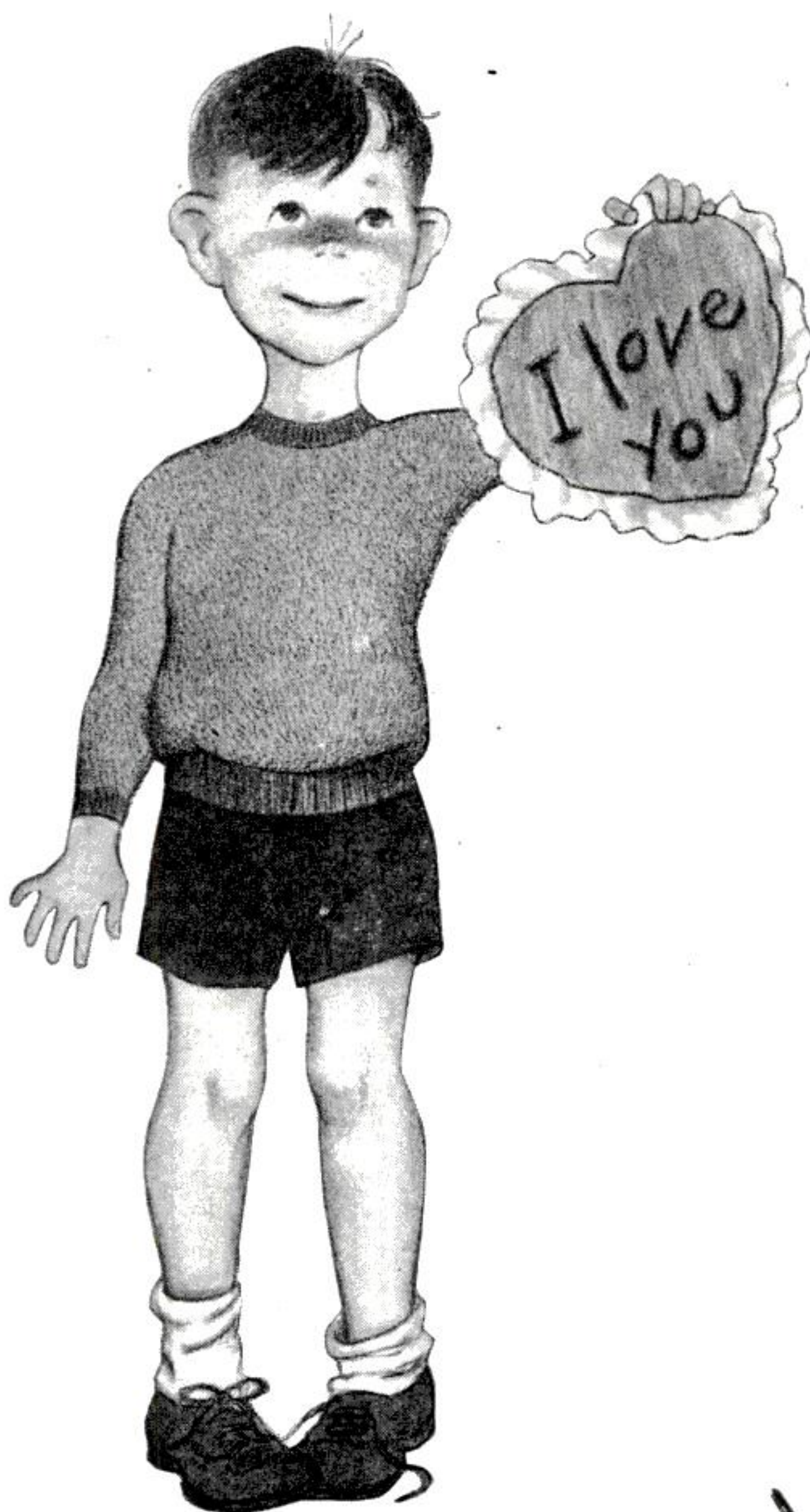


BROOKLYN FAN John Christian accused Durocher of breaking his jaw, claimed he had to have it wired back (above). Brooklyn jury quickly freed Leo



DRAFT EXAM was flunked by Durocher in 1943 because of a perforated eardrum. Later he went overseas with the USO to entertain American soldiers

CONTINUED ON PAGE 4



A Valentine for Mother!

Such a grubby little valentine—no lace, no satin, no pretty poem! Butch made it himself, scrawled the message, pasted it crookedly together. It didn't cost much, but what a lift it gives a Mother's heart!

No, it isn't cost alone that counts. It's what a thing does for you. Like electricity, for instance.

Dependable electric service is Mother's 365-days-a-year valentine—ready all the time to lift the burden of homemaking, ready to make life easier and happier for her.

And when Mother struggles with her budget, she can't help noticing that electricity is just about the smallest item on her list. While the

price of nearly everything else went UP, the cost of electricity came down—AND STAYED DOWN. Maybe you don't know it, but the average family now gets TWICE AS MUCH ELECTRICITY for its dollar as it did 20 years ago.

Yes, electricity—like Butch's valentine—does a lot for a little!

America's business-managed, tax-paying

ELECTRIC LIGHT AND POWER COMPANIES*

**Names on request from this magazine.*

Listen to the New Electric Hour—the HOUR OF CHARM. Sundays, 4:30 P. M., EST, CBS.



All furs aren't Mink!



*All adhesive bandages
aren't **BAND-AID****

BAND-AID IS MADE ONLY BY *Johnson & Johnson*



*NEVER NEGLECT THE
TINIEST CUT!*



Any tiny cut or blister can become infected. Never take a chance!

Cleanse the hurt properly. Then put on a BAND-AID Adhesive Bandage. It comes to you sterile; keeps out dirt; helps prevent infection, avoid irritation.

3 out of 4 families use BAND-AID Adhesive Bandages. Four times as many doctors recommend BAND-AID as any other adhesive bandage.

Keep one box at home—one at work.

*BAND-AID is the registered trade-mark of Johnson & Johnson for its adhesive bandage.

Leo and Laraine CONTINUED



MRS. DUROCHER IS BRUNETTE, 5 FEET 5 INCHES TALL, WEIGHS 112 POUNDS

THE NEW MRS. DUROCHER IS A MORMON

Laraine Day was born in Roosevelt, Utah, 26 years ago with the surname of Johnson, and owns up to a Mormon great-grandfather who was an original Brigham Young Mormon. Herself a good Mormon, Laraine does not smoke and confines herself to soda pop and milk when she goes to nightclubs. She gives the church a tenth of the \$2,000 weekly income she makes from motion pictures like *Those Endearing Young Charms* and *Keep Your Powder Dry*. Laraine's previous marriage was to Ray Hendricks, a former band singer who is now an airport employee. They adopted three children but had already separated several times when Laraine met Durocher on an eastbound airplane last fall. On the return flight Leo was again aboard. The movie colony, which is inured to bizarre matrimonial escapades, last week took the attitude that Laraine had let herself in for a lot of bad publicity. But the publicity had some advantages: 1) in Hollywood at least six movie scenarios awaited her consideration; 2) in Brooklyn a theater marquee blossomed out with the billing: "Mr. Lucky, starring Mrs. Leo Durocher and Cary Grant."

"LET'S MAKE IT FOR KEEPS"

Let winter winds blow . . . two hearts are warm . . .
 when the right boy finds the right girl . . . for keeps.
 For keeps, too, the boy and girl
 will count Community among their treasures.
 For Community through the years has become
 the brides' first favorite silverware.
 They cherish Community's famous patterns,
 respect the balanced weight and fine proportion
 of each piece . . . the extra solid silver overlay
 that adds long life to special wear points.
 Your friendly jeweler will gladly show you
 correct dinner services for eight places
 at prices to fit your budget.

Community
 THE FINEST SILVERPLATE



If it's Community... it's correct



That extra something that makes "going by Clipper" a delightful experience —



We of Pan American share in a nineteen-year record of public service unequalled in air transport.

We realize and *know in detail* every one of the requirements which make traveling abroad so different from traveling inside the United States—and *so much more interesting!* It is our privilege and duty

to act as your host from the minute you reach the airport until you leave us at your destination.

Call on us for help with customs, foreign exchange and immigration procedures — for any personal service great or small regarding your transportation . . . A great tradition makes you our guest.



On foreign soil you're greeted by a friendly Passenger

"We felt the lure of Latin America the instant we boarded the Clipper"

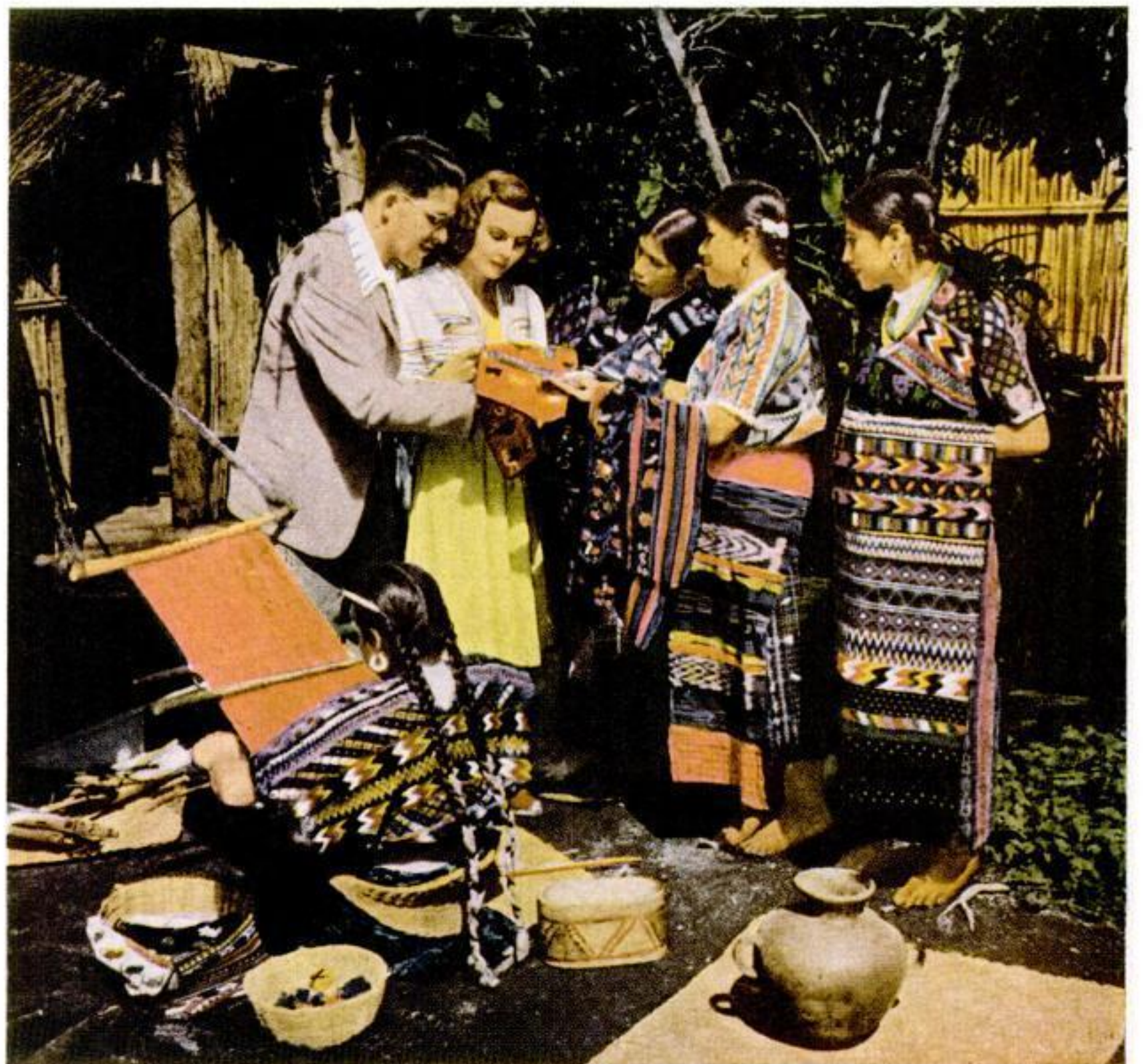
"**Sí, Señores Ramírez,**' the stewardess was saying as we stepped aboard the Clipper . . . *¿En qué puedo servirles?*"

" . . . And the answer of our Latin American fellow passengers was so rapid, so musical, so *different* from English that Tom and I felt we were already in Latin America even before the Clipper took off!

"Here we were at New York in the dead of winter. Yet in only 8 hours, the same stewardess told us in English, we'd be landing in tropical Puerto Rico. . . . Believe it or not, that's almost *a third of the way* to distant Rio de Janeiro!"



January and February are Midsummer in Rio! Here at world-famous Copacabana Beach you can stroll, hatless, along hand-set mosaic sidewalks and laugh at ice and snow. Pan American, the world's most experienced international airline, has made possible a new, more exciting kind of winter vacation in distant foreign lands.



Want to fly somewhere closer to home? Ask your Travel Agent about Clipper service to MEXICO and GUATEMALA! In Guatemala (above) Indian craftsmen weave intricate designs by hand, *without even using a pattern*. You can fly there from Miami, New Orleans, Nuevo Laredo, Houston, Brownsville or Los Angeles . . . Winter is the "dry season" in Guatemala—sunshine every day. Stopovers easily arranged.



Service-Representative who speaks English, makes you feel at home abroad.

PAN AMERICAN WORLD AIRWAYS



The System of the Flying Clippers

See your local Travel Agent or the nearest Pan American office for rates and reservations, not only to Latin America but also to Europe... Africa... Alaska... Australasia... or the Orient.

WORLD'S MOST EXPERIENCED AIRLINE



MANY, MANY Happy Returns

THIS YEAR, The House of Seagram celebrates its 90th birthday. Since 1857, Seagram craftsmen have been working "to make finer whiskies...make them taste better." To understand how brilliantly they have succeeded, taste 7 Crown—Seagram's finest American whiskey. You'll promise yourself *many, many happy returns* of that pleasurable experience.



*Say
Seagram's
and be Sure
of Pre-War
Quality*

Seagram's Seven **7** Crown

DESIGNED FOR YOUR PLEASURE TODAY, TOMORROW AND ALWAYS

SEAGRAM'S 7 CROWN BLENDED WHISKEY. 65% GRAIN NEUTRAL SPIRITS. 86.8 PROOF. SEAGRAM-DISTILLERS CORP., CHRYSLER BUILDING, NEW YORK



SECOND COMPANY from New Haven assembles at first company's armory in Hartford for inauguration.

A NEW GOVERNOR GETS OLD GUARD

Connecticut's traditional escort has long, unique military history

By the end of last month 34 of the 48 states in the U.S. had sworn in new governors. While the rowdiest of these inaugurations was held in Atlanta, Ga. (LIFE, Jan. 27), the one most steeped in tradition was held in Hartford, Conn.

Connecticut's new governor is James L. McConaughy, a sober former college president (*see p. 48*). What gave his inauguration its historic flash and dash was the Governor's Guard.

This is an unusual military body. Composed of both foot and horse companies, it was founded in 1771 after a previous gubernatorial escort had disgraced itself by raffishly celebrating an inauguration before it had taken place. In continuous service since, the Guard can claim to be the oldest military body in the U.S., antedating even the Marines and Coast Guard.

Its record is less strenuous. The one important military campaign of the Guard was unfortunate. Marching to battle Burgoyne at Saratoga (1777) in the Revolutionary War, they got as far as Rhinebeck, N.Y., heard they were too late and went home. They were successful, however, in suppressing a church riot in 1834 and in keeping federal troops off Hartford's sidewalks during the War of 1812. Since then the Guards have done their fighting in the regular armed forces, and the organization's main function has been to represent the state. Guard campaigns thus include the St. Louis Exposition (1904), Pan-American Exposition at Buffalo (1901) and the dedication of Grant's Tomb (1897).

The Guards are at their best, however, when escorting the new governor to the capitol as they did last month. Their performance in this capacity has been marred only once, when they experimented with a visiting drum corps. The first roll of drums stampeded the Horse Guards' mounts and the procession broke up all over Hartford.



A LAST-MINUTE SPRUCING is given Captain James A. Harrington by his wife. His full officer's dress, which is an Americanized version of Britain's Coldstream Guards, costs him \$350. Members of the Guard

receive no pay, are voted into the organization by their comrades-to-be. A prospective Guard first "enlists" in the waiting list and is then considered for membership. He invariably starts as private, works his way up.



"My daughter taught me a thing or two!"

IT ISN'T NECESSARILY TRUE, says Mrs. Electa Pierce, of St. Joseph, Missouri, that mothers always know what is best for their daughters... or even for themselves.

In fact, Mrs. Pierce admits that her own married daughter told *her* the facts of life... about *sheets*.

Daughter was home for a visit... and commented one day on how badly worn her mother's sheets seemed. Let Mrs. P's letter take it from there:

"'Why shouldn't they wear out,' I said, trying to maintain my mother-knows-best-about-everything look. 'They're three years old and have had good hard wear.'

"'Tsk, tsk, mother,' said my daughter. 'Hard wear's no excuse. You should see the *Pequots* I got as a wedding gift. After all these years they still look beautiful!'"

Mrs. Pierce climbed down off her high horse, and *listened*. And *learned*. And assured us, in her letter:

"I'm SOLD on *Pequots*. No other brand of sheets for me from now on!"

With mothers telling daughters, and *vice versa*, all over this land, it's no wonder the demand for *Pequot* Sheets is bigger than ever these days. We're doing our best to supply stores... so...

If you want sheets that look better, feel better, and wear better, ask for fine close-woven muslin *Pequots*... reinforced with *double-tape* selvages, and with projecting size tabs for quick identification. *Pequots* are *America's* most popular sheets.

Pequot Mills, Salem, Massachusetts.



PEQUOT SHEETS

so good-looking
so long-wearing

Governor's Guard CONTINUED



THE GUARD SALUTES the new governor (extreme background) in the blue-and-gold-draped armory after completing its escort duties at inaugural ball.



ORDEAL of shaking 1,500 hands is awaited by McConaughy, Major Gates.



DANCING followed the reception. This is Captain and Mrs. Harris Hunt.



FOOTGUARD CAPTAINS of first company assemble at an inaugural cocktail party. State law authorizes two captains per company, does not forbid more.

CONTINUED ON PAGE 48

What a wonderful way to feed a baby!

CLAPP'S "MEAL-IN-A-DISH"

Come on, mothers! Here's a really great idea in baby feeding!

It's a *balanced* combination of meat and garden vegetables—all in ONE dish! It's pressure-cooked and strained. A real "Meal-in-a-Dish" for your baby.

Take Clapp's Liver Soup as an example . . .

First, there's tender beef liver—chock-full of vitamins! There are tomatoes, carrots, potatoes, rice, barley, celery, and a hint of onion.

8 fine foods in a single dish!

That's just *one* of Clapp's "Meal-in-a-Dish" treats for your baby. Clapp's makes *five* different kinds . . .

1. Clapp's Vegetables-with-Liver (*Liver Soup*)
2. Clapp's Vegetables-with-Beef
3. Clapp's Vegetables-with-Lamb
4. Clapp's Vegetables-with-Bacon
5. Clapp's Vegetables-with-Chicken (*Chicken Soup*)

They're all wonderful in flavor, wonderful in nourishment . . . made as only Clapp's can make baby foods, as Clapp's has made baby foods for two generations of babies to thrive on!

Your grocer is featuring Clapp's "Meal-in-a-Dish" treats right now in Clapp's Strained Foods for little babies and Clapp's Junior Foods for toddlers. Get your baby a week's supply today.

Specially featured at
your grocer's this month
BUY A WEEK'S
SUPPLY TODAY!



Start your baby on
CLAPP'S BABY FOODS
the first baby foods

CLAPP'S STRAINED FOODS ★ JUNIOR FOODS ★ BABY CEREALS



PRODUCTS OF AMERICAN HOME FOODS.



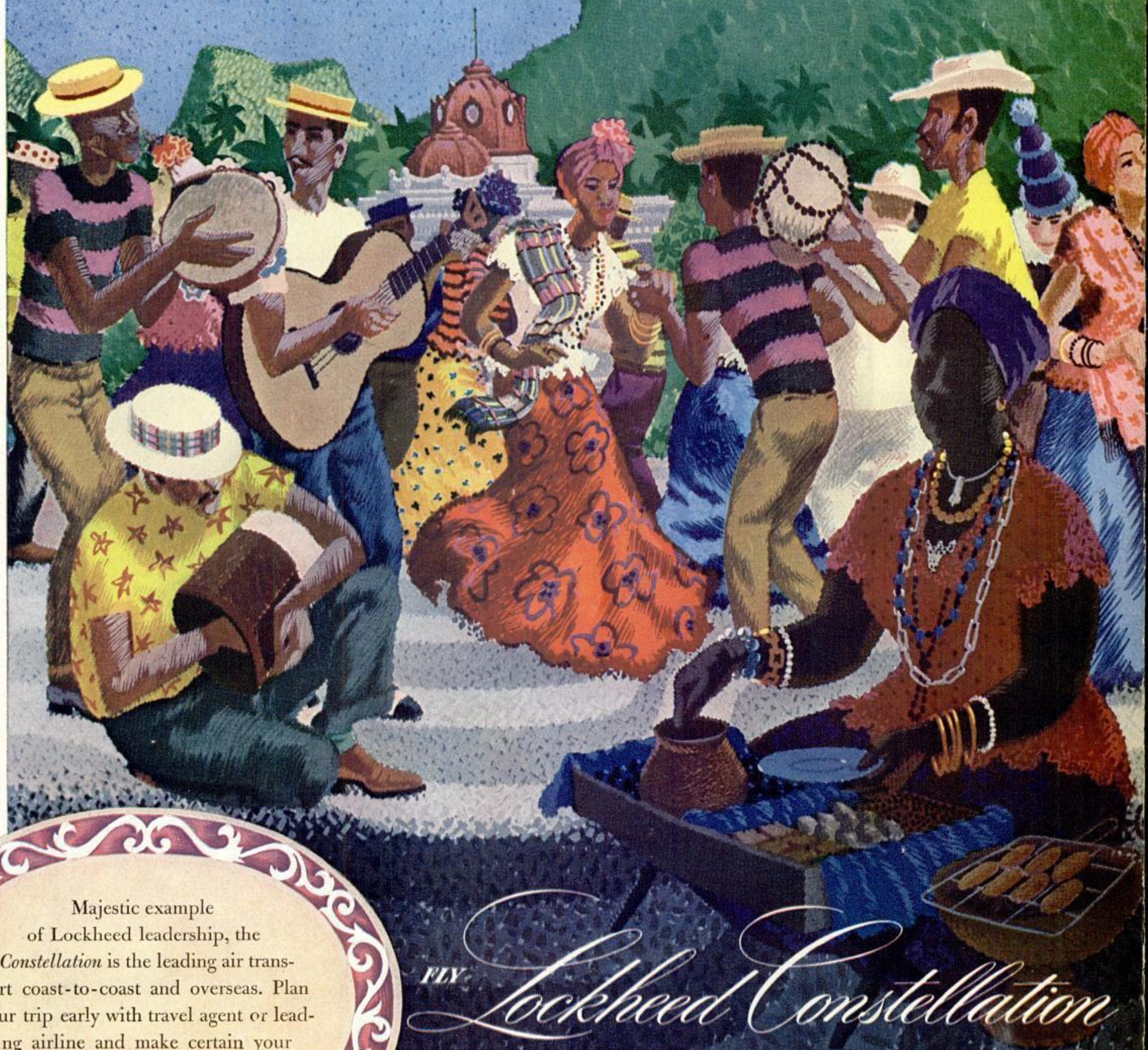
CONNECTICUT'S 55TH GOVERNOR, Republican James Lukens McConaughy, sits for a formal portrait just after his swearing in. Dr. McConaughy is 59 years old and holds 12 university degrees and a Phi Beta

Kappa key which he is wearing. He is a former teacher of education and president of Wesleyan University, where his election opponent taught under him. He follows a long Connecticut tradition of college professors'

becoming governors. He is seated in the State Senate president's chair, made from the famed Charter Oak in which the colony's charter was hidden in 1687 from agents of the English King who sought to revoke it.



The Leader to RIO
- the Leader at Home -
Lockheed Constellation



Majestic example
of Lockheed leadership, the
Constellation is the leading air trans-
port coast-to-coast and overseas. Plan
your trip early with travel agent or lead-
ing airline and make certain your
ticket reads *Constellation*—there
is only one leader.

FLY *Lockheed Constellation*

WORLD LEADER IN SPEED, COMFORT, SAFETY

A PRODUCT OF LOCKHEED AIRCRAFT CORPORATION, BURBANK, CALIFORNIA

*It's an Old American Custom... looking for
the 3 Rings to be sure it's*



BALLANTINE ALE



To millions of Americans, ale isn't ale unless it's Ballantine. So, feeling as they do, they *always* look for the 3 rings . . . to make sure it's Ballantine Ale they're getting—and no mistake.

Ballantine has been America's largest selling ale for years. Millions prefer this great ale to any other because it's so brisk, bright, lively . . . so unusually rich in the extra flavor that characterizes ale at its finest.

Next time, treat yourself particularly well. Look for Peter Ballantine's century-old trade mark, the 3 rings symbolizing PURITY, BODY and FLAVOR . . . then call for "Ballantine Ale." *America's finest since 1840.*

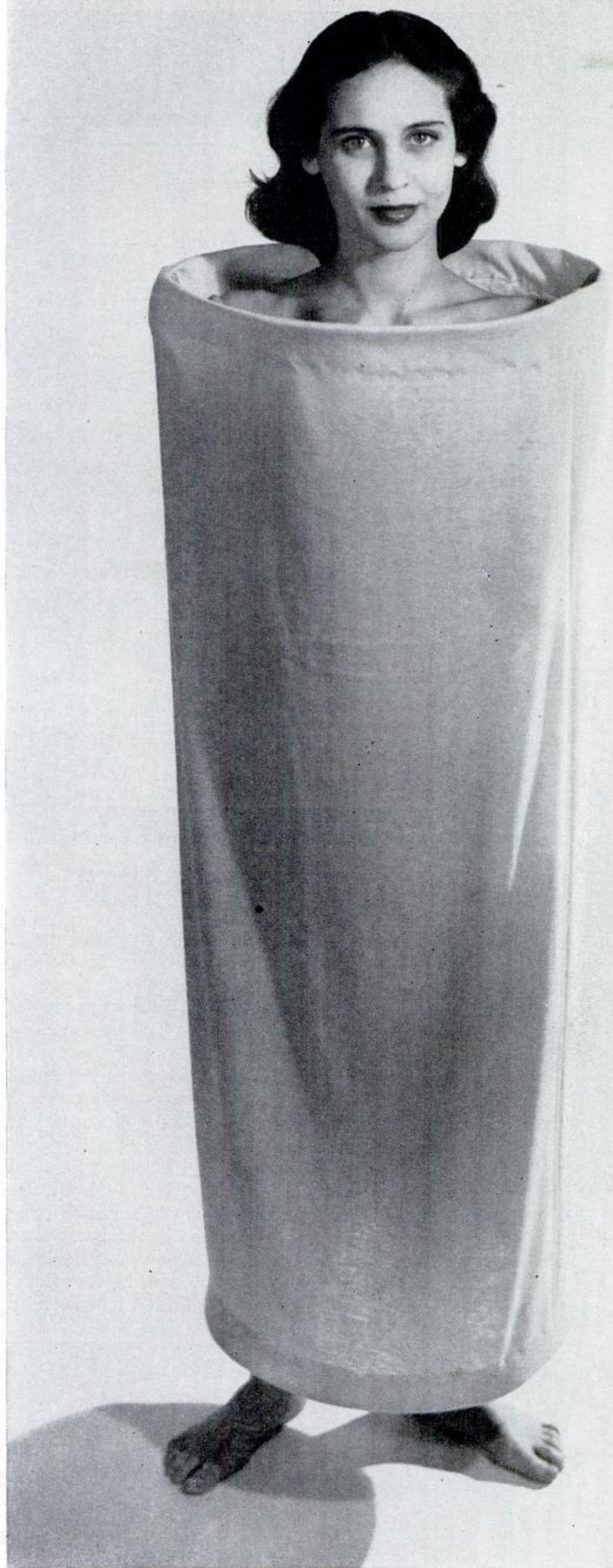
BALLANTINE on the cap
for your protection



America's *Largest selling Ale...*

...brewed on the same site since 1840

P. Ballantine & Sons, Newark, N. J.



LENGTH OF TUBULAR JERSEY (LEFT), WIRED TOP AND BOTTOM TO SHOW IT IS CIRCULAR, CAN BE TRANSFORMED IN A FEW MINUTES INTO THE DRESS AT RIGHT

50-MINUTE DRESS

It can easily be made at home
from formless sheath of jersey

Any woman who wants a new dress like the one shown on the right (*above*) can make it for herself in less than an hour by using a "jersey tube." This is a piece of wool and cotton jersey woven in the shape of a cylinder or tube (*above left*). Manufacturers and experienced home sewers have been using tubular jersey for years but they have usually cut it up into small sections and pieced it laboriously together into conventional dresses. The idea of

using the material just as it comes is brand-new, and results in cheap practical dresses that can be made at home.

A "jersey tube" dress is easy to make because there is little sewing and cutting to do and no fitting. All it needs are holes for the head and arms, and a belt to give it a shape and waistline. Full instructions which can easily be followed even by first-time dressmakers are given on the next page.

DOES *LOTS MORE* THAN KEEP HAIR LOOKING HANDSOME!

*Kreml makes unruly hair
like this a cinch to comb.
At same time removes dandruff
flakes. Promptly relieves
itching of dry scalp.*



*Kreml never gives hair this
cheap greasy look. Never
leaves hair full of sticky goo.
Kreml always feels so clean on
both hair and scalp.*

*Kreml assures that
prosperous 'Man-of-the-World'
appearance!*

Kreml Hair Tonic stands for modern, *natural-looking* hair grooming. Keeps hair in perfect order from morn till night with a rich, attractive lustre yet *never* looks or feels greasy. Kreml actually helps 'condition' the hair in that it leaves it feeling so much softer—easier to manage. Use it daily for a *cleaner scalp*—for *better-groomed hair*.



KREML Hair Tonic

A product of R. B. Semler, Inc.

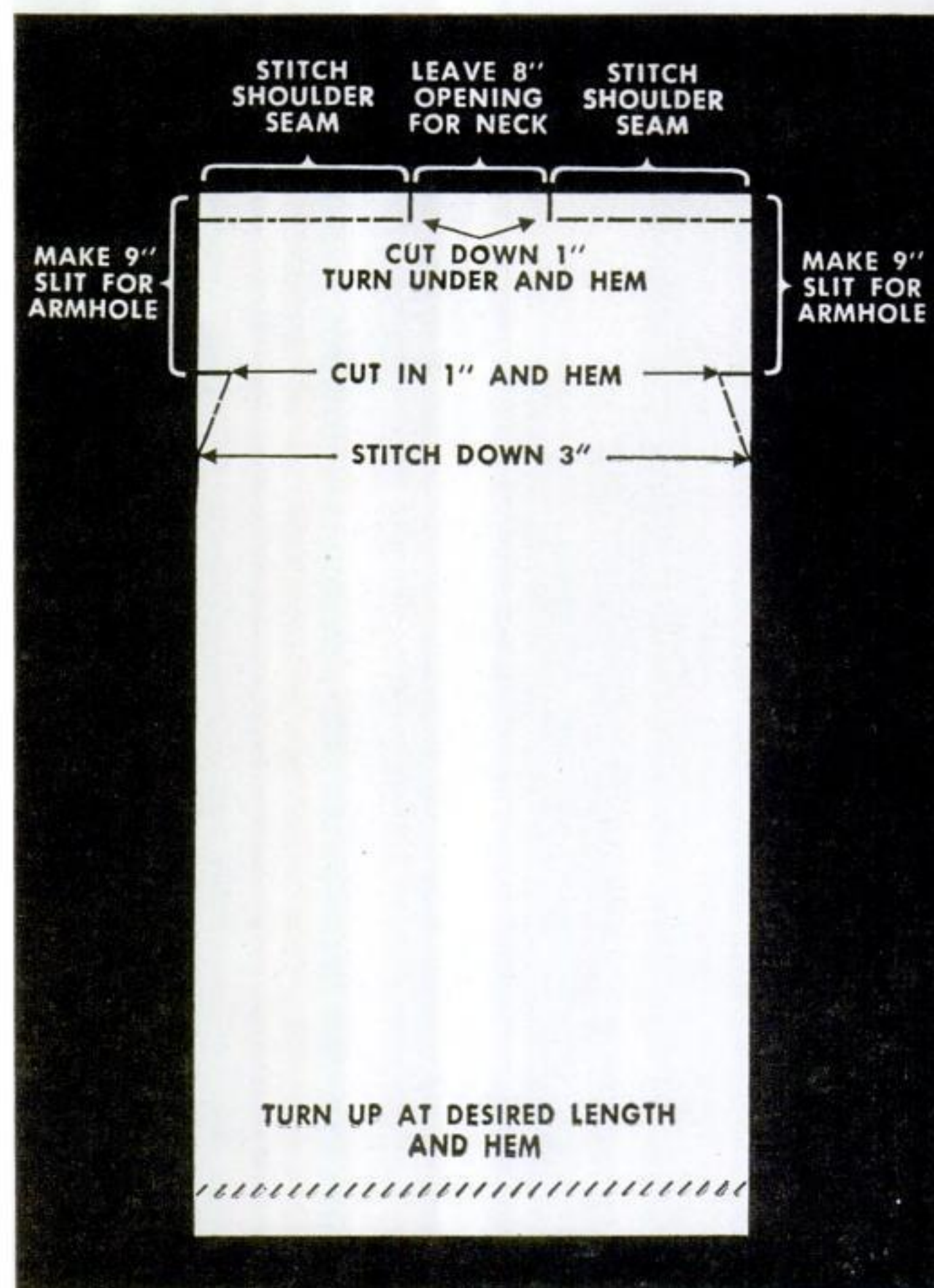
**Keeps Hair Better-Groomed Without Looking Greasy—
Relieves Itching of Dry Scalp—Removes Dandruff Flakes**



Listen to "The New Adventures of Sherlock Holmes" every Monday night coast-to-coast on ABC network. See local newspaper for time.



50-Minute Dress CONTINUED



HOW TO MAKE DRESS

A basic tubular jersey dress (*bottom, left*) can be made by following the diagram above. Because all of the 52-inch circumference of the material is used, it can be made only into gathered or draped garments, not sleek, fitted ones. A woman under 5 feet 5 inches needs $1\frac{1}{4}$ yards to make a daytime-length dress. At \$1.98 a yard this will cost only about \$2.50. A woman over 5 feet 5 inches needs $1\frac{1}{2}$ yards (\$3). The neck is made, as shown above, by leaving an 8-inch opening at the top. The armholes are made simply by slitting down 9 inches from the top, cutting in one inch and hemming. The dress is finished by turning under the bottom and hemming.

Tubular jersey is versatile. Not only will it make daytime dresses (*bottom, right*) and evening dresses (*previous page*), but it will also make blouses and several kinds of skirts. For example, it can be draped into a sophisticated evening skirt by twisting and knotting the excess fullness, and tying it—front, back or on either side. A dirndl is made by merely hemming in a strip of elastic at the waist. Most obvious of all, its expandable qualities make the jersey tube ideal for maternity wear.



BASIC DRESS (*left*), made from a tube according to instructions above, is changed into a daytime dress merely by cinching in at the waist with a belt.



"... HE ASKED ME WHAT OIL I USE"



There he goes... happy as a clam. I told him I use Macmillan Ring-Free Motor Oil... just like 3 out of 5 of us independent dealers* throughout the country.

"That's for me!" said Kilroy. I'll take the oil you experts choose."

Everybody's getting in on the act! Seems like all my customers are going for the oil the experts use. No wonder! It's different... refined by an exclusive, patented process... guaranteed to *clean as it lubricates!* There's no other oil just like it.

Here's my shingle... and you'll find it on highways and side streets all over the country. Wherever you see the red Macmillan sign, you'll find an independent dealer... an oil expert. Drive in. Ask him. Follow his advice. Make yours Macmillan, too.

Throughout the nation **3 out of 5** of these dealers* say:

"I USE MACMILLAN IN MY CAR!"

SCIENCE



**CAMERA TRACES THE PATH OF SUBJECT AS SHE RIDES
A SURGING PLATFORM IN A TEST OF MOTION SICKNESS**



HER HEAD LINED TO MARK ITS EXACT ANGLE, SUBJECT STARTS RIDE



AFTER A FEW MINUTES OF BOUNCING SHE LOOKS AND FEELS MISERABLE

MOTION SICKNESS

Ever since transportation began, weak-stomached travelers have paled, perspired and retched whenever the going got rough. Severe as the affliction sometimes was, no one took it very seriously. But in the early days of the war, the U.S. Armed Forces found that motion sickness was serious and often dangerous; sick men were poor risks in combat. In England, Canada and the U.S. scientists were immediately put to work on a joint study of causes and cures. Testing every known remedy, they found that some of them were effective (one of the best: a well known sedative called hyoscine). They quickly passed their information on to the Army and Navy. Motion sickness was reduced by half.



THE SICKENING MOTION OF THE MACHINE BEGINS TO HAVE ITS EFFECT



AT THE END OF 20-MINUTE RIDE SHE IS PERSPIRING AND NAUSEATED

Willing students take rough rides in experiment to find out what makes travelers get nauseated

The U. S. study, interrupted at the war's end, was resumed last month with Navy funds by Dr. G. R. Wendt of the University of Rochester. Watching the reactions of subjects riding in a specially designed, elevatorlike structure (left) whose up-and-down motions could be exactly controlled, scientists have found out which wave motions are most nauseating and how sickness relates to bodily position, air temperature and time of day. In other tests, involving animals (see next page), they have examined the internal physical reactions to various types of waves. When combined, the results of these experiments will lead to a greater understanding of motion sickness, and possibly to its elimination.

CONTINUED ON NEXT PAGE



It's "wake-up-and-live" for my family

since our Doctor advised this laxative-antacid for sluggishness

"Give them Phillips' whenever they over-indulge or eat something that disagrees with them," our Doctor said. And I've never forgotten the advice.

Last night they suffered from stomach upset. But look at them this morning! They slept soundly. And they awoke to really gentle, thorough relief from

sluggishness—thanks to Phillips'.

Be prepared! Get genuine Phillips' Milk of Magnesia today. Ask for the economical 50¢ size; it contains three times as much as the 25¢ bottle. Phillips' is also available in easy to carry tablet form; 25¢ a box, less than a penny a tablet. Get Phillips' today.

Overnight Phillips' works these two wonderful ways:

- 1 As an acid stomach alkalizer, Phillips' is one of the fastest, most effective known.
- 2 As a laxative, gentle Phillips' can be taken any time without thought of embarrassing urgency. Caution: Use only as directed.

PHILLIPS'
MILK OF MAGNESIA
Liquid or Tablets



The electric clock with the "hand-tailored" wake-up!



The Herald

What do we mean by "hand-tailored" wake-up?

We mean *volume control*. Thanks to the Herald's Select-A-Larm feature you can now be awakened "as you like it."

Hair-trigger sleepers set the control to "whisper." Run-of-the-mill sleepers select "call." Heavyweight slumberers need the double-barreled "GET UP, YOU!"—and that's what they choose.

Accurate! Dependable!

You can select *any alarm volume* between "whisper" and "shout." Like all General Electric Alarm Clocks, the Herald is the *last word* in accuracy and dependability.

The Delegate! With Rich Mahogany Case...\$7.95 (plus tax)



Here is a new, exceedingly handsome General Electric alarm clock!

Featured in the Delegate are beautifully matched panels of richly grained golden mahogany.

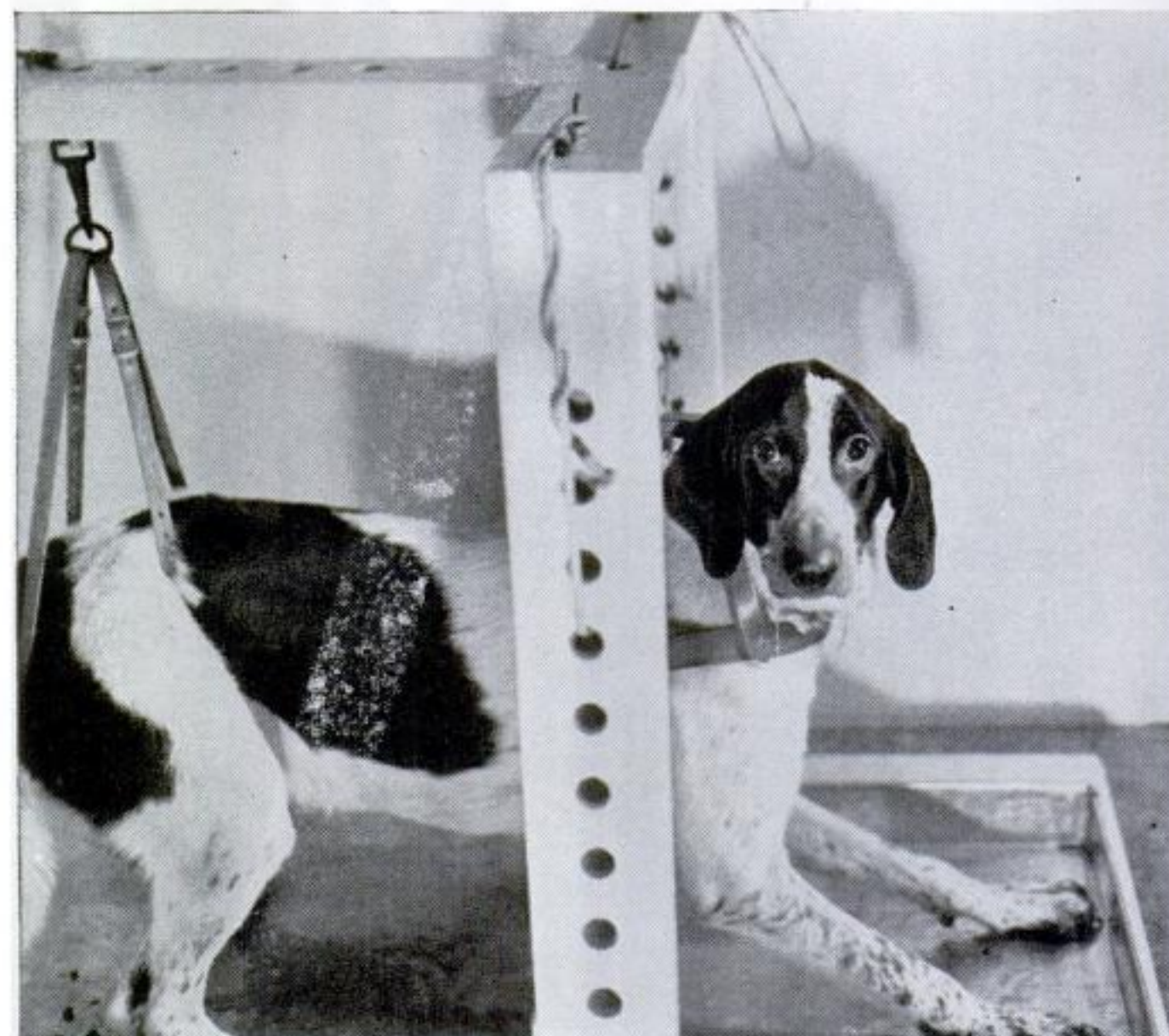
The Delegate is a brilliant example of modern clock-case craftsmanship. Light cream dial with tobacco-brown numerals and gold-colored hands. See this beauty—THE DELEGATE! General Electric Company, Bridgeport 2, Conn.

General Electric Clocks

The Clocks Most People Want Most

GENERAL ELECTRIC

Motion Sickness CONTINUED



DOG RIDES A TYPE OF WAVE THAT SICKENS HUMANS, GETS SICK TOO

SCIENTISTS ALSO TRY TO DETERMINE HOW MOTION AFFECTS INSIDE OF BODY

Although motion sickness affects the stomach, it originates in the brain. Changes in position are first detected by the inner ear, then relayed to the brain's balance centers and, somehow, to its nausea-controlling centers as well. To understand motion sickness, scientists must know not only what conditions bring it about but also what happens in the body when it occurs. Experiments with animals provide information about what these internal physical reactions really are.



CAT'S BRAIN ACTION is shown on oscillograph as the deeply anaesthetized animal rides up and down in the cab (left background). A fine wire inserted in the cat's brain picks up tiny impulses which are amplified and projected onto face of tube (foreground), showing how cat's brain is reacting to wave.

we did it

...and we're glad



we stole it...the most wonderful control idea in the world...
from our own Jantzen swim suit designers, to be sure...
and that's why we can make Jantzen girdles and panty-girdles
so slimming, trimming, smoothing, soothing...so
light-as-air and easy-to-wear. The new Jantzens, even
more remarkable than ever, are at most stores.

*
Jantzen

girdles
and panty-girdles
by the makers of
Jantzen swim suits



*Reg. U. S. Pat. Off.



Don Giovanni

Is it the world's greatest work of art?

Just to ask the question posed in the headline above may seem to many people an impertinence. Of the supreme masterpieces artists have created since the time of the ancient Greeks, there are hundreds which could lay some claim to the title of "greatest"—certain plays by Shakespeare and the Greek dramatists, Michelangelo's frescoes, certain monuments of Greek and Gothic architecture, Dante's *Divine Comedy*, Goethe's *Faust*, certain late quartets of Beethoven.

The question, of course, can never finally be answered. But high on any list which might contain an answer would stand the opera that Wolfgang Amadeus Mozart wrote in 1787 and that is still played today in every major opera house in the world. That *Don Giovanni* is the greatest opera ever written there has never been any question. But it is more than an opera in the ordinary sense. For more than a century commentators have been probing its intellectual ramifications. The famous Danish philosopher Søren Kierkegaard, who acclaimed it as the "greatest of all classical works of art," devoted nearly half of one of his most famous treatises to a psychological analysis of it. On one point all of its commentators are agreed: it is a unique work of genius in which the combined powers of music and drama are used to depict the most fundamental and subtle relationships of life, religion and morals. The paintings on the following pages, done especially for LIFE by Frede Vidar, depict the main incidents of its plot.

Superficially the story of *Don Giovanni*, or *Don Juan*, is that of a dissolute Spanish nobleman whose insatiable pursuit of women leads him through a life of crime, for which he ultimately pays with a supernatural death at the ghostly hands of a man he has murdered. The legend, an old one dating from the folk literature of the early Renaissance, has been made the subject of repeated dramatic and poetic interpretations by a long list of literary figures including Tirso de Molina, Carlo Goldoni, Molière, Balzac, Rostand, Pushkin, Byron and George Bernard Shaw. None of these, however, has approached the scope and profundity of the Mozart version.

What makes Mozart's drama of lechery, crime and punishment a towering artistic achievement is its psychological subtlety and philosophical wisdom. Its real subject is the interplay of two great forces that between them have provided the inspiration for most of the world's great art: sex and religion. *Don Giovanni* is the embodiment of sex, a man driven by uncontrollable desire who sets himself above the laws of God and society. The society against which he pits himself is represented by a group of more conventional beings, three of them women who have been his victims: Donna Anna, Donna Elvira and Zerlina. Each is a distinct type of woman, and their collective emotions constitute an almost encyclopedic survey of feminine love. Donna Anna, whose father Don Giovanni has killed in a duel, is a subtle study in the intermingling of love and hatred that lies behind

Text Continued on Page 67



The opera opens with a murder. Don Giovanni has just attempted to seduce Donna Anna, the daughter of the aging commandant of Seville. The opening scene is laid in the courtyard before the commandant's suburban palace. Rushing from the palace, Don Giovanni is pursued by

his intended victim and her irate father. In a duel Don Giovanni kills the helpless old man and flees. Weeping over the commandant's body while attendants with torches stand by, Donna Anna and her fiancé, Don Ottavio, vow vengeance on the criminal, who has melted into the shadows (*right background*) with his servant Leporello.

CONTINUED ON NEXT PAGE



A former mistress of Don Giovanni's, the high-spirited, aristocratic Donna Elvira, arrives in Seville looking angrily for lover who has left her. Don Giovanni avoids her, leaves his trusted Leporello to explain. In the well-known "catalog" aria, "*Madamina* (Pretty Lady)," Leporello

pulls out an elaborate list of Don Giovanni's numerous mistresses. "Console yourself, you are not the first nor the last," he sings sardonically. He goes on to explain that Don Giovanni has made love to an astonishing number of women, including 640 in Italy, 231 in Germany, 100 in France, 91 in Turkey and 1,003 in Spain.



At a rural wedding party in the mountains Don Giovanni is attracted by the bride Zerlina, who has just married the peasant Masetto. He invites the party to accompany Leporello to a ball at his palace nearby. Meanwhile, over the protests of the groom,

he goes off with Zerlina and makes love to her in the famous duet "*La ci darem la mano* (Give me your hand)." As Zerlina prepares to follow him, they are interrupted by Donna Elvira, Donna Anna and Don Ottavio. Don Giovanni, flustered, makes his getaway, but not before Donna Anna recognizes him as her father's murderer.



On his palace terrace while the party is going on inside, Don Giovanni again makes love to Zerlina. Zerlina, who is torn between affection for her husband and susceptibility to the aristocratic Don Giovanni's flattering advances, has just had a reconciliation with the

jealous Masetto, singing the aria "*Batti Batti* (Beat me...)." Don Giovanni, however, is persistent. Their love scene is soon interrupted by Masetto, who has been trailing them suspiciously. Don Giovanni thereupon pretends that Masetto's jealousy is completely unfounded, takes them both by the arm and leads them back into the palace.

CONTINUED ON NEXT PAGE



In the palace ballroom the peasants from Masetto's wedding mingle with Don Giovanni's retainers. Mysteriously three masked figures enter and take part in the festivities. In an intricate web of counterpoint the stage orchestras in balconies play different

tunes, a gavotte, waltz and minuet. These are superimposed against the music in the orchestra pit with an incredible skill that is one of the great marvels of musical art. As the scene reaches its climax, Don Giovanni maneuvers Zerlina to one side (right above), leaving her bridegroom Masetto (left) fuming by himself while Leporello



joins the dance (center) and the three masked figures look dourly on. Undetected, Don Giovanni leads Zerlina into an adjoining room. A moment later there is a piercing scream and Zerlina rushes out from the room where Don Giovanni has attacked her, followed closely by Don Giovanni. Met inside door of the room by Leporello, he imme-

diately drags Leporello into the middle of the ballroom, accusing him of the attack on Zerlina. But the three masked figures, unimpressed by this ruse, remove their masks, revealing themselves as Donna Elvira, Donna Anna and Don Ottavio. They challenge Don Giovanni, who draws his sword and fights his way out of the ballroom.

CONTINUED ON NEXT PAGE



Donna Elvira is deceived by Don Giovanni and Leporello, who conspire to lure her away so that Don Giovanni can make love to her maid. They exchange clothes and Leporello, disguised as Don Giovanni, gestures to Donna Elvira while Don Giovanni himself

sings to her, vowing that he still loves her. Donna Elvira descends from her balcony and is led away by Leporello. Don Giovanni then serenades the maid, singing the aria "*Deh vieni alla finestra* (Come to your window)," but he is interrupted by Masetto who, with a gang of armed companions, is scouring the city seeking Don Giovanni.



Masetto is duped by the disguised Don Giovanni, whom he mistakes for Leporello. Pretending to take enthusiastic part in Masetto's lynching plans, Don Giovanni elaborately directs the mob into the adjoining streets and, left alone with Masetto, fells him with his own musket.

Zerlina later enters, discovers the battered and discouraged Masetto lying on the ground, picks him up and soothes him with the little song, "*Vedrai carino* (Look, darling)." In the following scene the other characters of the opera discover the man they think to be Don Giovanni, only to find that he is really Leporello in disguise.



In the cathedral square Don Giovanni and Leporello meet to re-exchange their disguises. Before them is the huge statue of the commandant Don Giovanni had killed in the first scene. As they joke about their exploits, ominous music is heard and the statue

speaks, reproving Don Giovanni and telling him that before dawn his laughter will change to woe. Leporello grovels in superstitious fright but Don Giovanni is not frightened. He taunts the statue, forcing Leporello to invite it to supper at his palace that very evening. The statue solemnly nods its head, accepting the invitation.

CONTINUED ON NEXT PAGE

SURE.

You're right in liking

MEAT



Round of beef cut for savory,
square-meal Swiss Steak

Swiss Steak...put it in the pan...turn on the heat
and sniff its steaming fragrance as it simmers, bubbles and
browns...smothered in its own gravy.
That's hearty flavor for you.

But meat offers far more than flavor. All meat, regardless of cut
or kind, is a generous supplier of complete protein,
the kind of protein children need for growth—
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made in this advertisement are acceptable to the
Council on Foods and Nutrition of the American
Medical Association.



IN DONNA ANNA'S HOME Don Ottavio again vows his ardent devotion to her, asking her to marry him. But Donna Anna is still undecided, demands in the famous aria, *Non Mi Dir*, that Don Giovanni first be brought to justice.

Don Giovanni

CONTINUED

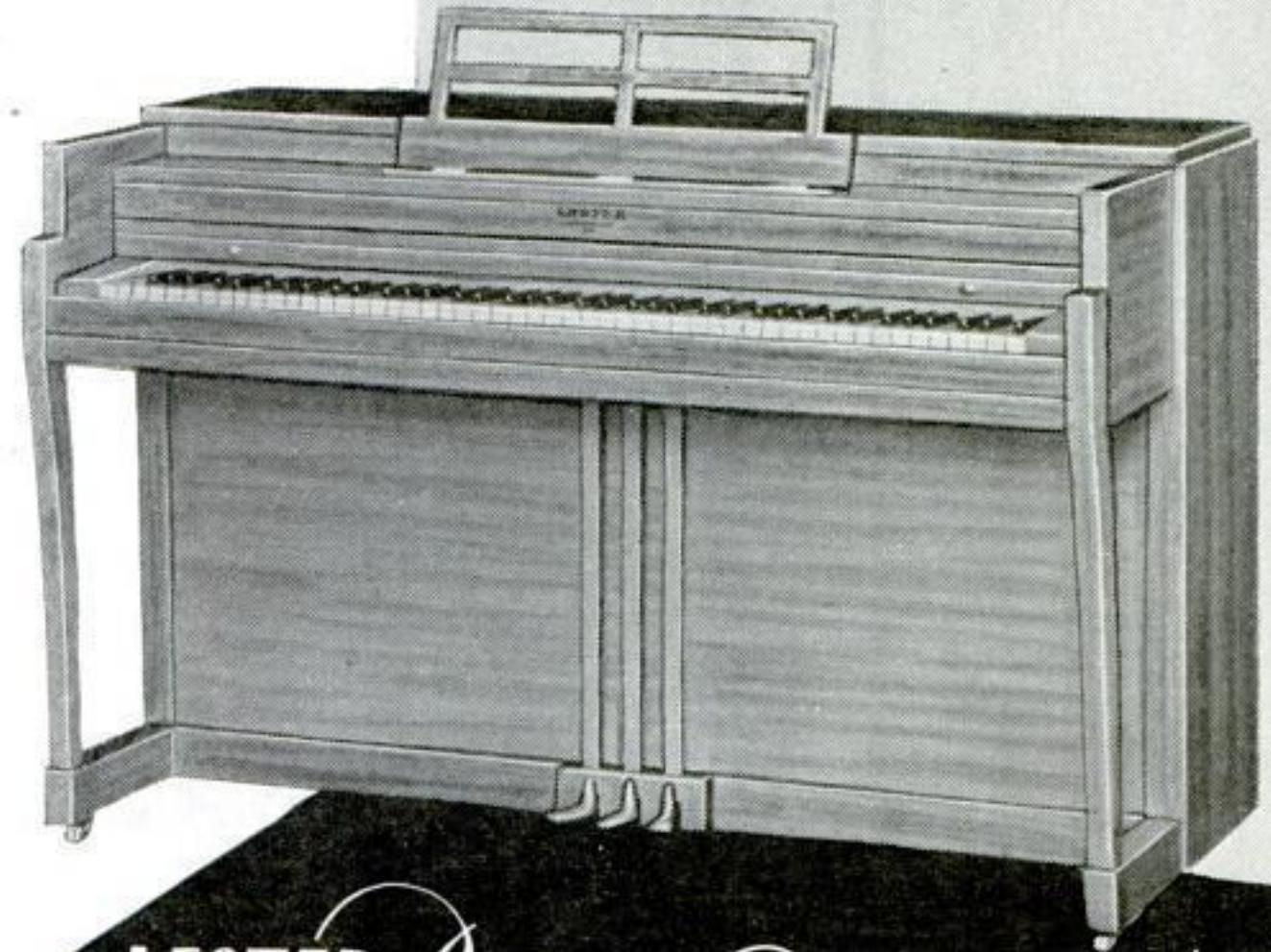
most sexual passion. Zerlina is torn between her conventional maternal feeling for her country-bumpkin husband Masetto and the romantic glamour of the aristocratic Don Giovanni. Donna Elvira, most passionate and tragic of the opera's three heroines, loves Don Giovanni with an all-encompassing fervor, ruefully accepts his infidelities and betrayals, tries to save him from his ultimate destruction, and is left alone at the final curtain to weep her heart out in a nunnery. Throughout these dramatic doings, sex, as represented in the impetuous figure of Don Giovanni, is depicted as an evil, glamorous, socially disruptive force that leads its victims to destruction and death. But it is also a force capable of the most profound if illusory beauty. Beside Don Giovanni the safe-and-sane, well-brought-up, socially responsible characters of the plot—Don Ottavio and the peasant Masetto—are smug, commonplace individuals to whom wise women would look for a meal ticket rather than an emotional transport.

Thus Don Giovanni, with his dedication to evil and crime, is a towering tragic hero, the representative of all that is passionate, daring, unwise, radical and doomed. The paradox of his personality is as old as human thought. He embodies that side of nature which is uncontrolled and is vital with the sort of vitality possessed by a great tree that survives by choking off the vegetation that surrounds it. That sort of vitality has always been a strong ingredient in human powers of survival. It has been called the aristocratic, or heroic, principle. The German philosopher Friedrich Nietzsche created a whole philosophy around it, evolving the idea of the superman as its embodiment. But what Nietzsche did not see, and Mozart did, is that any such deification of the vital force in man results in the creation of a monster. Mozart's hero has all the attractive splendor of Nietzsche's. But Don Giovanni is shown in the frame of a deeper Christian philosophy in which he appears as the incarnation of evil and must be brought to ultimate destruction.

As a vehicle for the Christian concept of sin, Don Giovanni still possesses a sort of grandeur recalling the character of Satan in Milton's *Paradise Lost*. His stature in the opera is such that his final death cannot fittingly be brought about by any of the little people who have sworn vengeance against him. Don Giovanni dies, not in atonement for his various amorous peccadilloes but because

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... with your teeth so clean
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The best way to use it is with **SQUIBB ANGLE TOOTHBRUSH** — bent like a dentist's mirror to reach more places. You need both for the best cleaning job!



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Don Giovanni

CONTINUED

he defies God in the shape of a walking statue. Don Giovanni's evil is so monumental that he scorns repentance. It takes a supernatural force to kill him. As he sinks into the fire and brimstone of his final scene, he leaves the surviving characters groping back toward the familiar realities of life like people who have been swept by some great tidal wave.

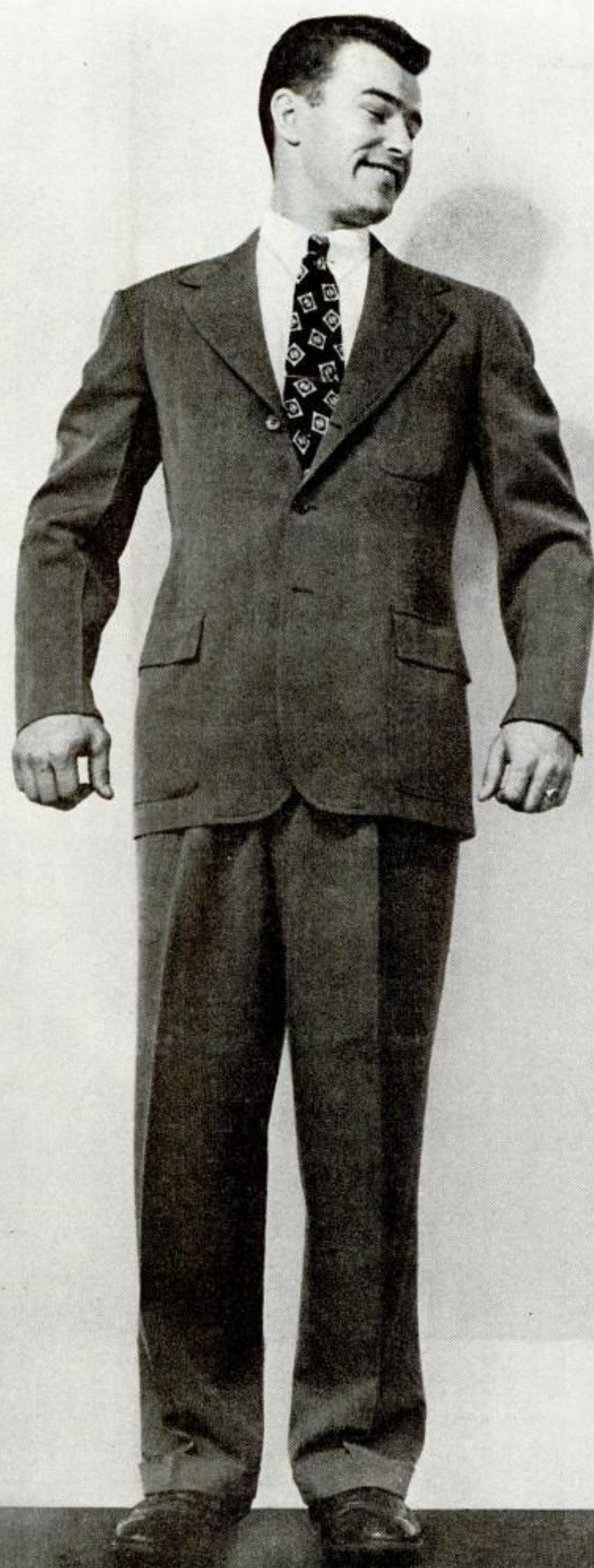
To discuss the music of *Don Giovanni* apart from the drama is to deprive it of its principal significance, though it contains some of the most magnificent passages Mozart ever wrote. Its great significance lies in the fact that it, rather than the words of the libretto, tells the story, underlines the shifting emotions of the plot, paints all the subtleties of characterization that make *Don Giovanni* the masterpiece that it is. It gives each character, from the wildly passionate Elvira to the sweet, responsible and rather ineffectual Don Ottavio, an individual vocabulary of tone and phraseology which indicates the character's nature and impulses more sharply than words could do. *Don Giovanni* taken as a whole is the supreme example of the use of the normally somewhat abstract art of music in the delineation of human psychology.

Just how Wolfgang Amadeus Mozart, who died at the age of 36, could have crowded into his short life the profound wisdom and understanding revealed in *Don Giovanni* is one of the many extraordinary mysteries surrounding the man who was probably the most precocious genius in history. He wrote his first compositions at the age of 5, later performed an equally incredible feat by composing three of the greatest works in musical literature (his *E-Flat Major*, *G Minor* and *Jupiter Symphonies*) in the short space of eight weeks. He wrote *Don Giovanni* in collaboration with his librettist, Lorenzo da Ponte, a restless, highly civilized Italian Jew who had studied for the priesthood and who spent his declining years in and around New York as a grocer, distiller, fly-by-night opera impresario and professor of Italian at Columbia University. The ultimate fate of both these men is curiously ironic. Mozart died in Vienna, largely from overwork and privation, and was interred in a pauper's grave. Da Ponte outlived him as an obscure figure in Manhattan's early 19th Century artistic and literary world. Where either of them is buried today, no one knows.

—WINTHROP SARGEANT



OPERA'S FINAL CATAclysm comes when commandant's statue keeps its supper appointment with Don Giovanni. The statue asks Giovanni to repent. He refuses. Then statue seizes him by the hand, and Don Giovanni dies.



The shell of our former selves!

Stand the average American man next to a knight of old, and you'll discover a surprising fact. By modern standards, our iron-clad ancestors were pretty undersized!

The human race has grown appreciably since medieval times. But the real news is how rapidly it has grown *recently*. For instance, the soldier of the second World War — according to Selective Service figures — topped his 1917 counterpart by almost a full inch!

This gain is largely due to the things we have learned about *food*. It is a very tangible result of research in vitamins, minerals,

proteins — the myriad complex food substances which help build sound bones and tall, straight bodies.

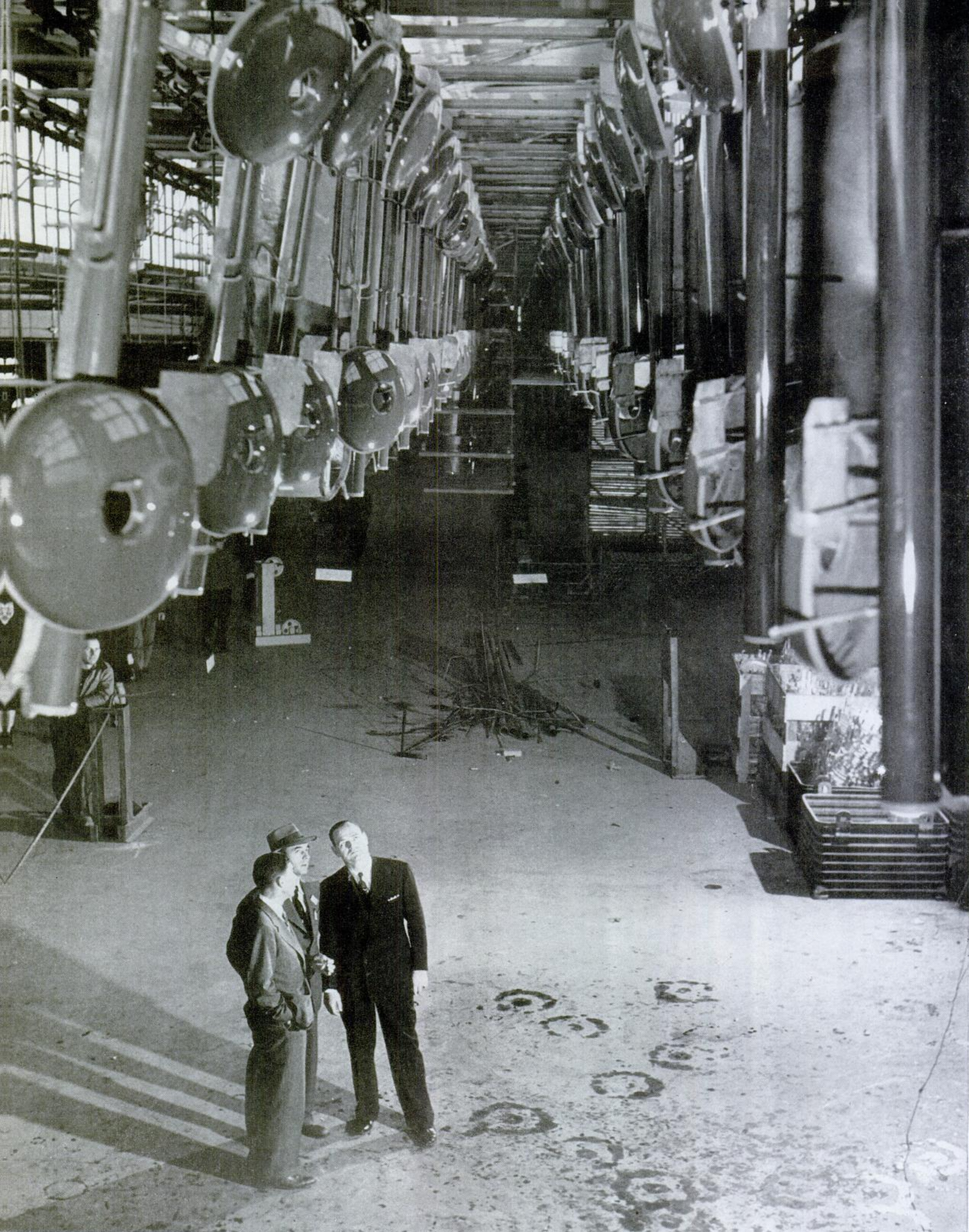
Because *so many* of these vital substances are found in nature's most nearly perfect food — milk — National Dairy scientists are able to make a unique contribution to the sum of nutritional knowledge.

Behind them is a great organization — and many specialized talents — teamed up to turn National Dairy research into more and better foods for your table. And these, in turn, help advance the health of America. Just watch the *next* generation!

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



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AND AFFILIATED COMPANIES

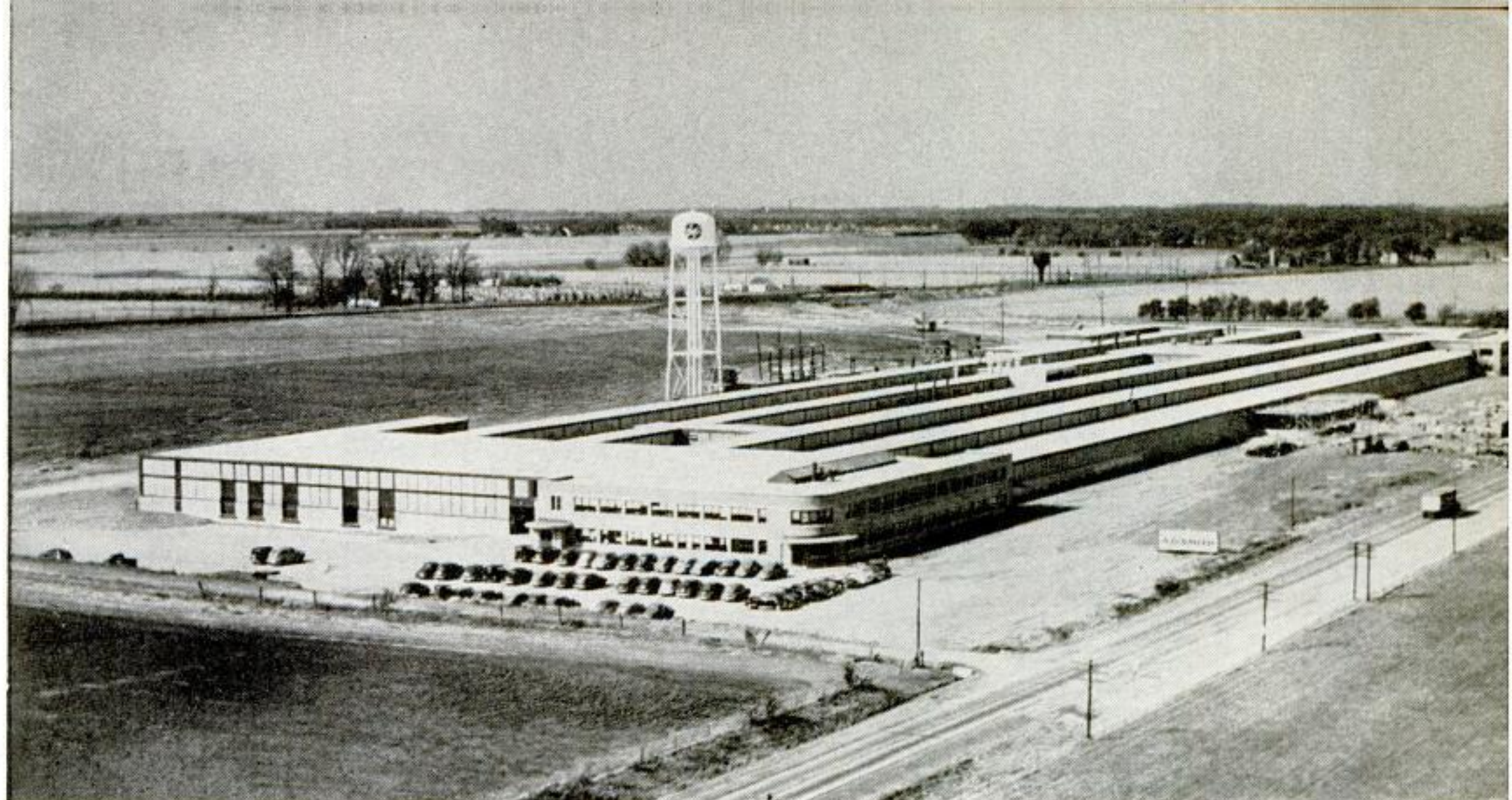


OVERHEAD CONVEYOR SYSTEM of A. O. Smith plant shuttles parts from workers' stations to six final assembly lines. In the picture above, the conveyor carries heads

and bottoms which will be fitted to the tank bodies. The system contains 13,800 feet of chain and cable, moves 2 to 12 feet a minute. In foreground are three plant executives.



VISITORS RIDE OUT IN BUSES TO INSPECT NEW PLANT



FACTORY SITE is about a mile from Kankakee on a main highway. There are no smokestacks and all of its

power is electric or natural gas. Plant gets its steel from mills at nearby Gary, Ind., is serviced by three railroads.

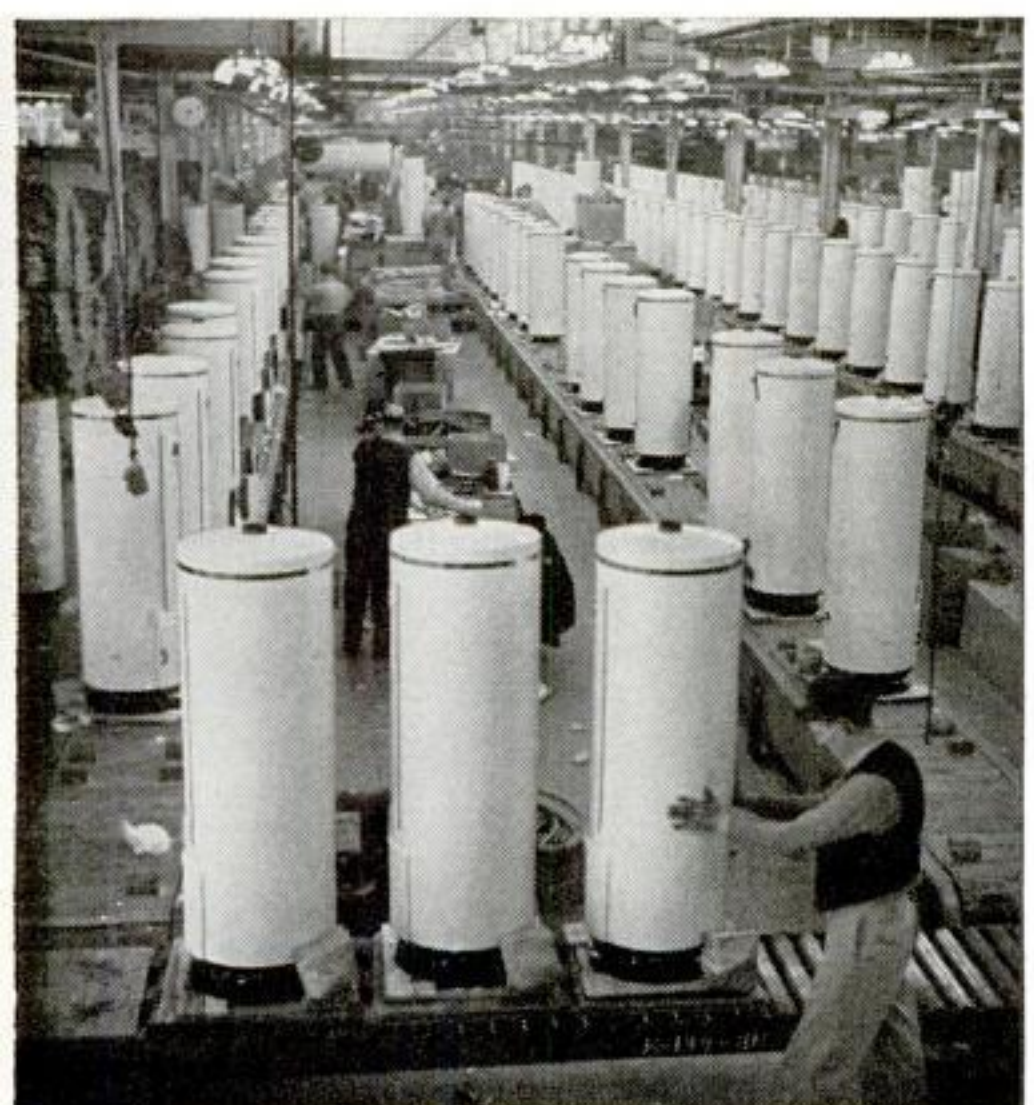
POSTWAR FACTORY

The first new plant in Illinois is model for civilian production

Only 17 months ago all the war plants in the state of Illinois were shutting down their military production and few of them had foreseeable peacetime use. To convert the state to a civilian economy, the Illinois Planning Commission laid out a program to help the state's manufacturers switch over speedily to postwar production. Last month the people of Kankakee, Ill. turned out to have a look at a result of the Planning Commission's program: the first brand-new postwar plant in the state and the most efficient factory of its kind in the world.

The new plant, built at a cost of \$5,000,000 by the A. O. Smith Corp., makes hot-water heaters more efficiently than they have ever been made before. Electrically run, designed with every labor-saving convenience, the factory uses a huge, overhead conveyor belt to feed tank parts from every section of the eight-acre building to final assembly lines. It turns out 180 new heaters every hour.

For the people of Kankakee the plant means a weekly payroll of \$63,000. For the consumer it means more and better heaters at cheaper prices. For U.S. industry it serves as a model of efficiency to follow in the conversion to postwar economy.



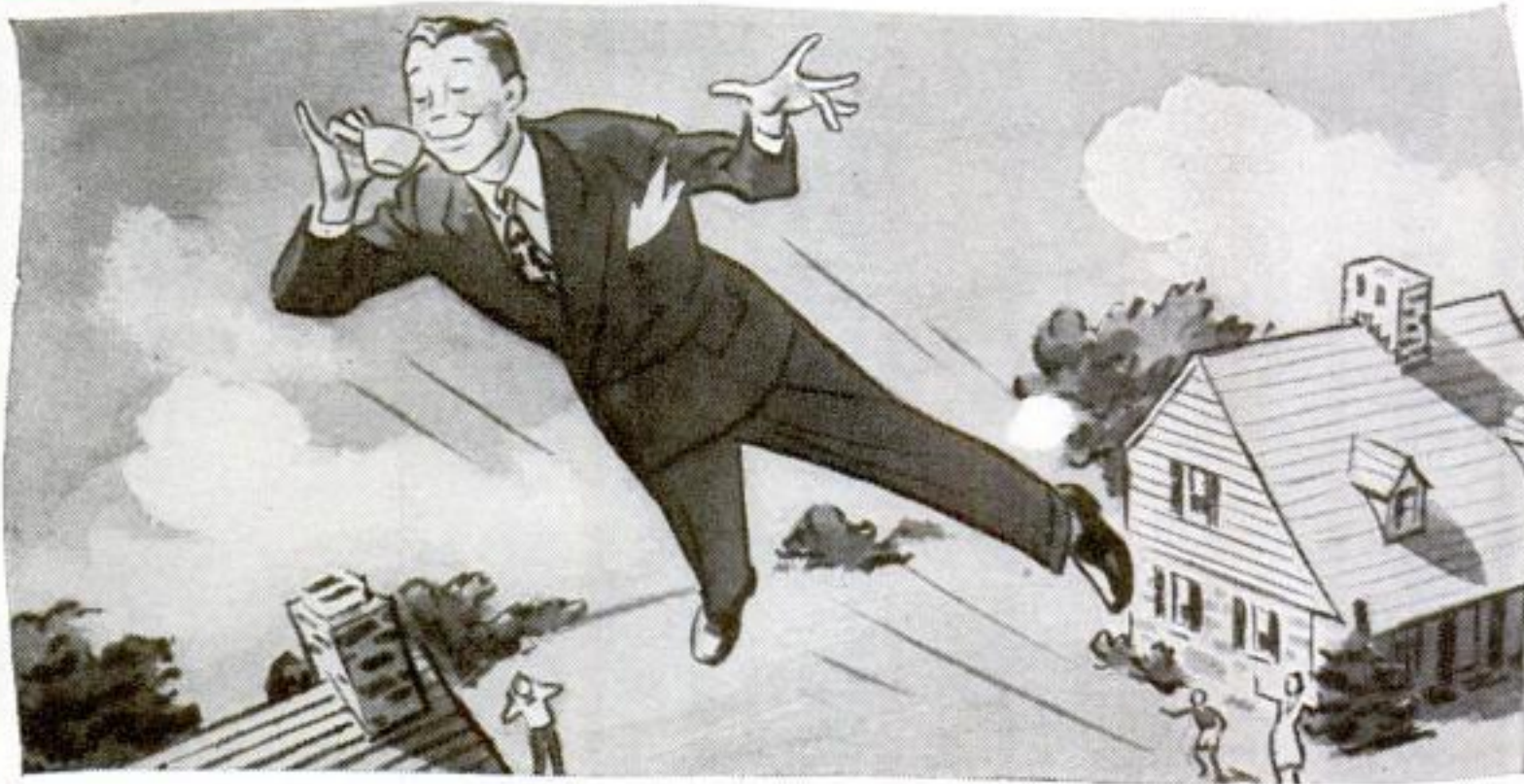
IN FINAL ASSEMBLY LINES heaters are readied for shipment. Twelve boxcars of them are shipped daily.



RADIANT HEATING SYSTEM of water pipes embedded in the concrete floor is explained to visitors. Hot

water running through the pipes warms the floor to 72° and keeps the entire plant at an average temperature of 68°.

Never has a coffee offered all this!



1. Finer flavor — or your money back! "That Borden flavor is right out of this world" is the way some folks describe it. We'll just say this: If you don't like Borden's better than any coffee you ever tasted—ground or instant—we'll give you your money back!*



2. Magic convenience — no pot, no grounds! You hardly have to lift a hand to make a cup of Borden's. Just drop $\frac{1}{2}$ to $\frac{3}{4}$ of a level teaspoonful in a cup, add hot water. No pot to wash. No grounds. No waste. That's why Borden's is perfect for breakfast.



3. And, half again as many cups! Most users tell us they get *half again* as many cups from a regular jar of Borden's as are usually obtained from a pound of ground coffee. Remember Borden's isn't *half* coffee. It's *all* coffee—no dextrins, dextrose, or maltose added. That's why it goes so far.



HOW ELSE COULD YOU GET ALL THIS IN A COFFEE? WHY NOT SERVE BORDEN'S EVERY MEAL, EVERY DAY?

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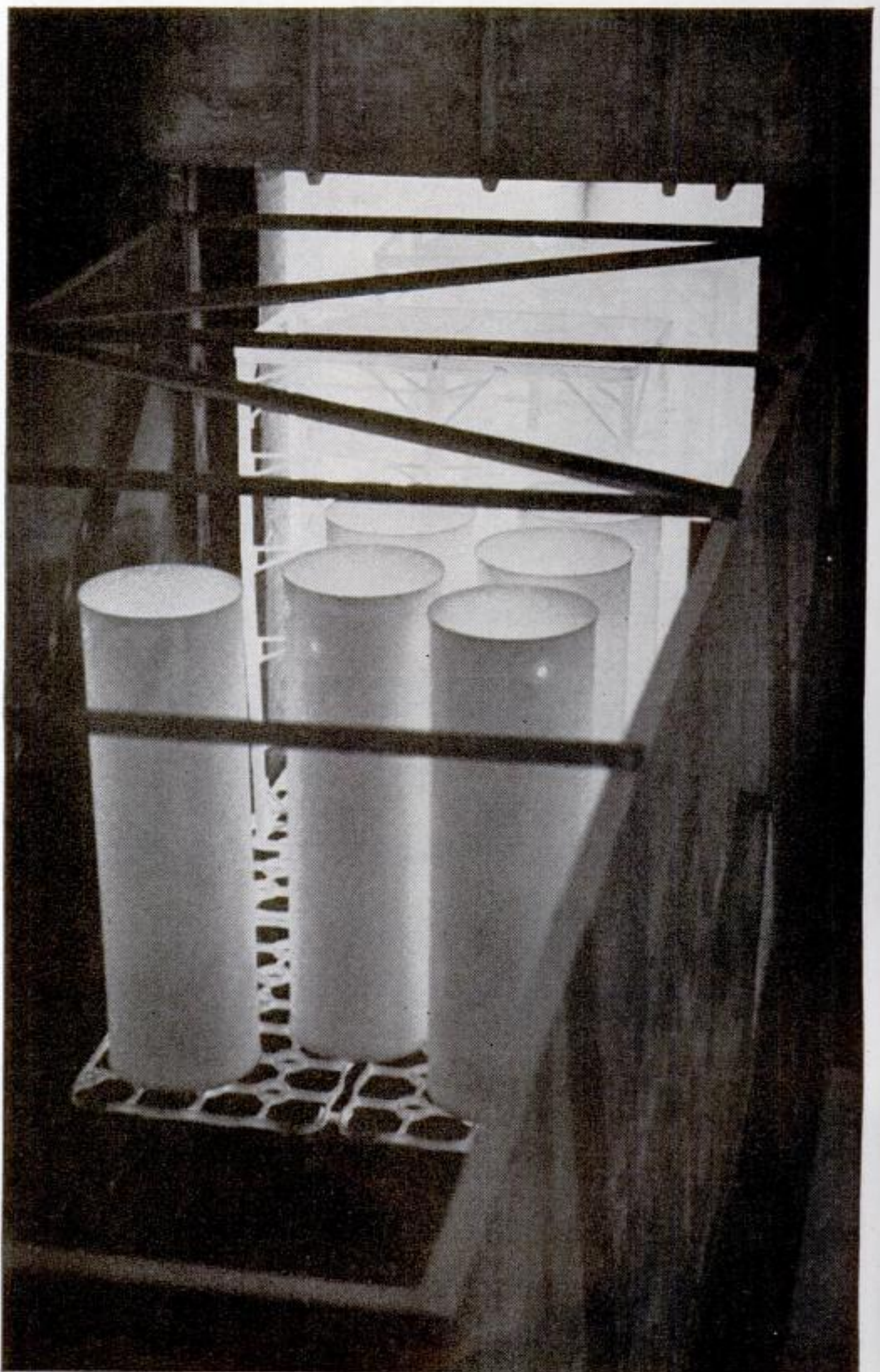


*Use at least half a jar of Borden's. Then, if you don't agree it tastes better than any coffee you ever used, send us the jar with the unused contents, and we'll refund your money. The Borden Co., 350 Madison Ave., N.Y. 17, N.Y.

Postwar Factory CONTINUED



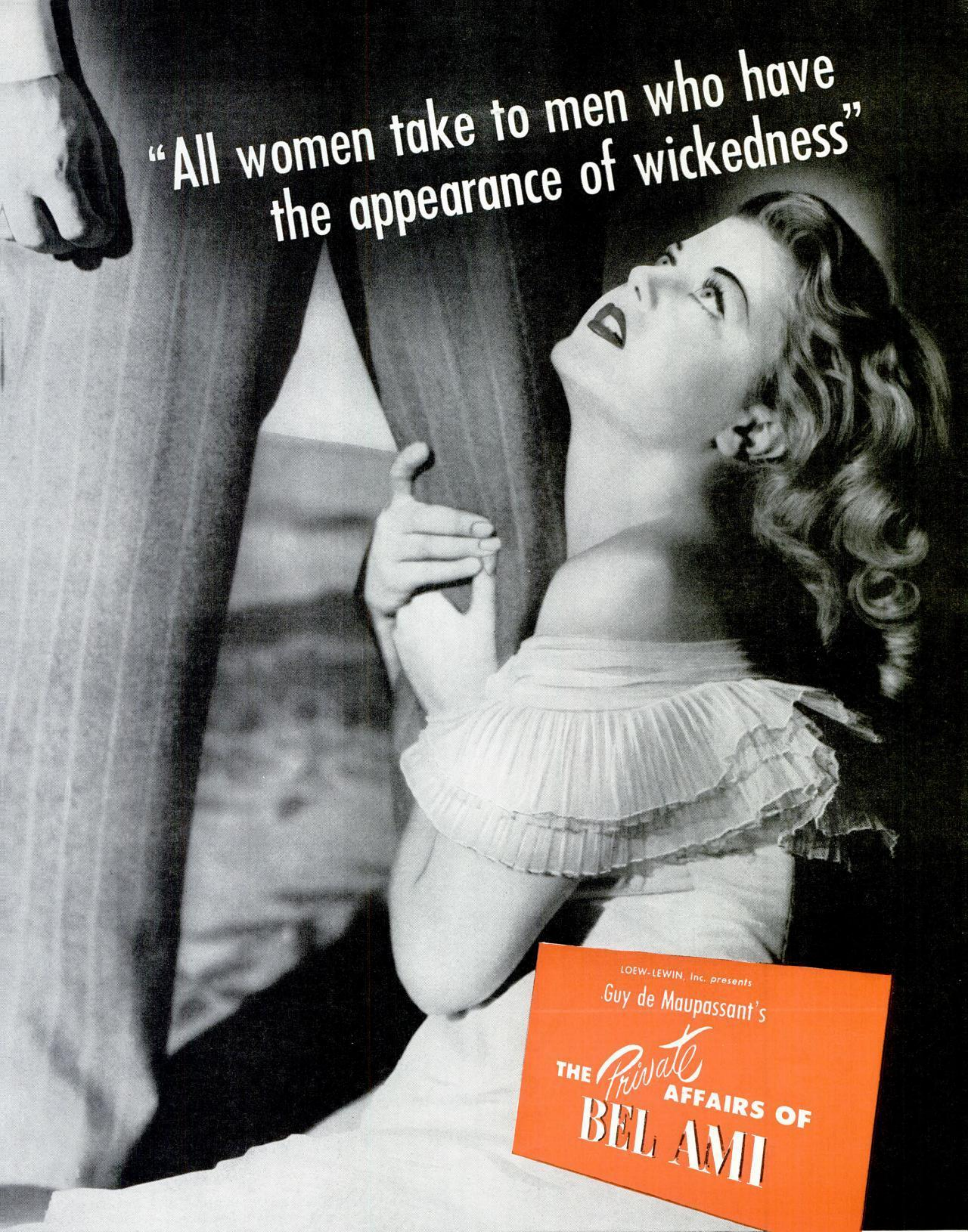
LOCAL SCHOOLCHILDREN get a lesson from a company guide on the operation of the factory's overhead conveyor tracks which carry the tank parts.



GLOWING INNER TANKS emerge from a furnace where molten glass has been fused to metal. Glass lining protects metal from water and prevents rust.

CONTINUED ON PAGE 74

"All women take to men who have
the appearance of wickedness"



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Guy de Maupassant's
THE PRIVATE AFFAIRS OF
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GEORGE SANDERS ANGELA LANSBURY ANN DVORAK

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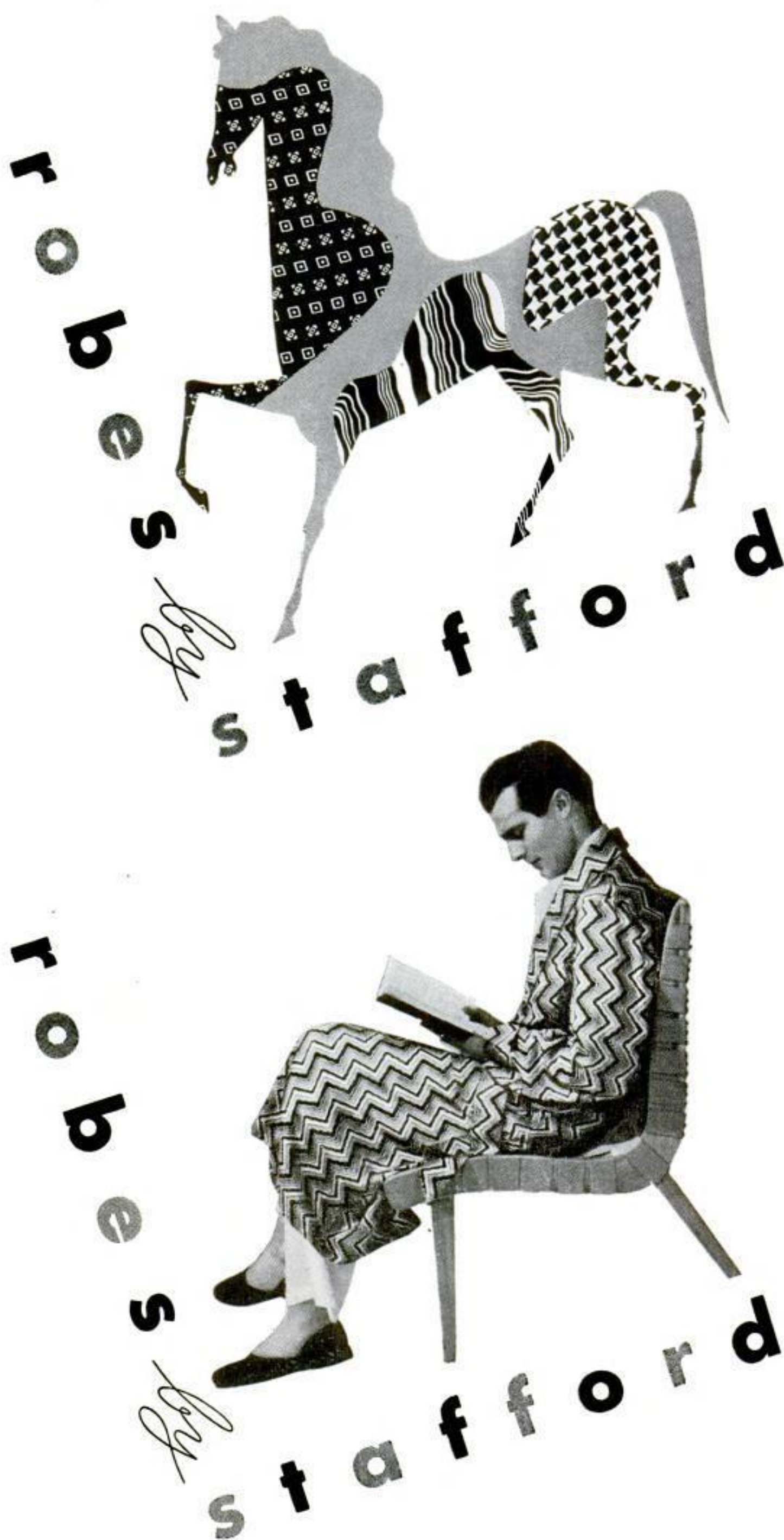
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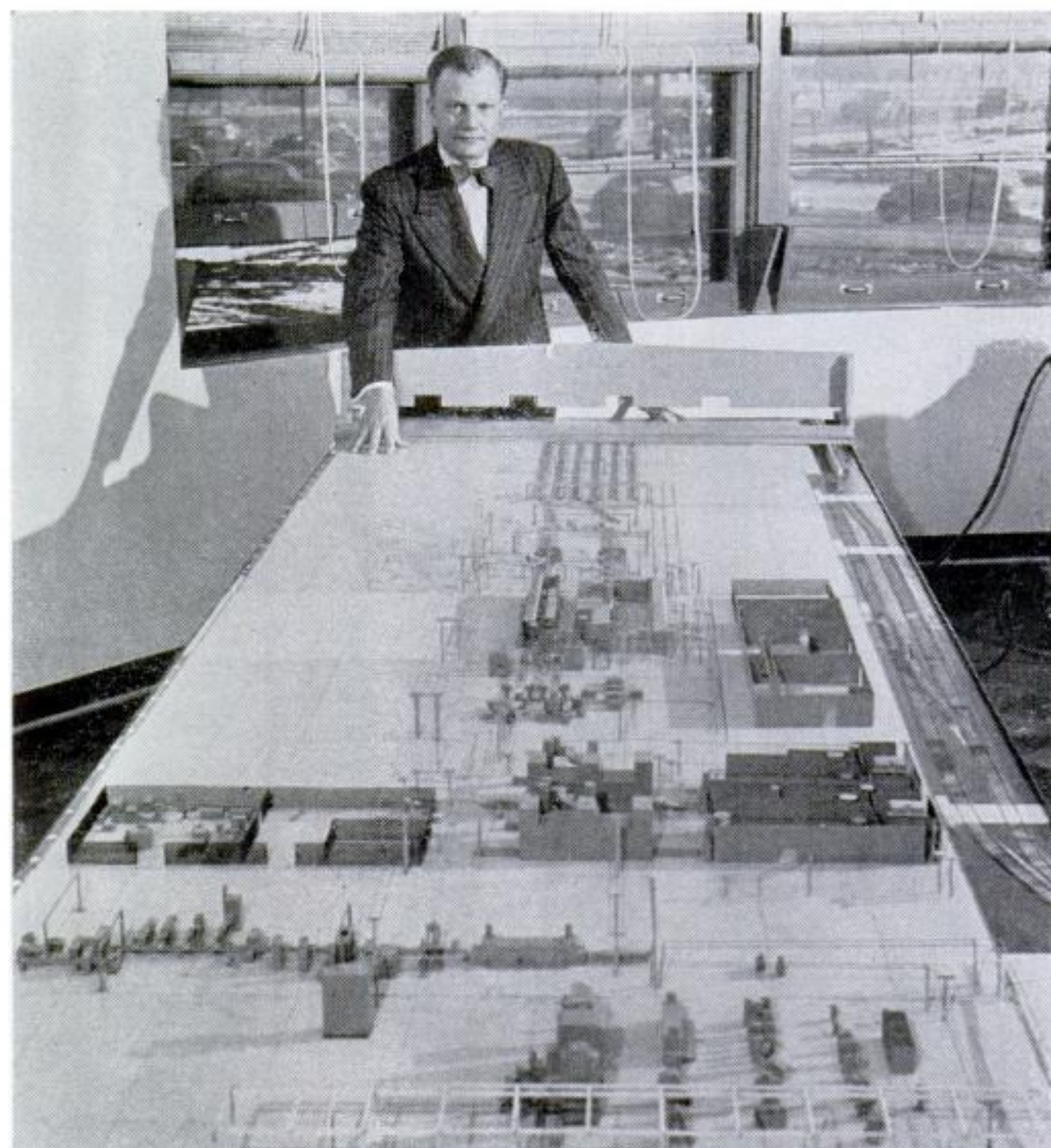
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Each a distinguished garment . . . well cut . . .
beautifully finished . . . superb in color and pattern.
Out of Celanese* rayon yarn . . . Stafford** fabrics are woven
in the Pennsylvania hills and are authentically printed
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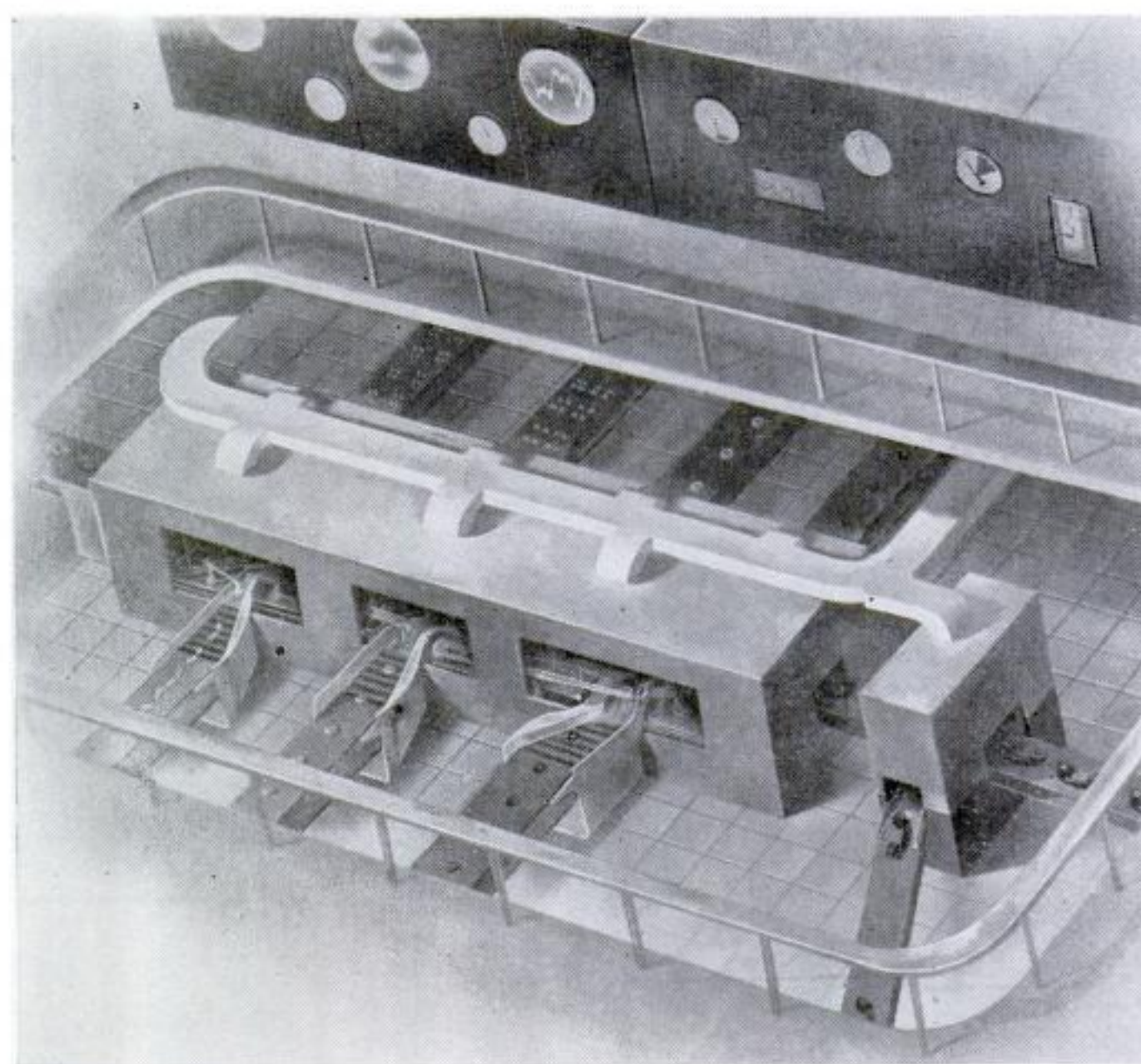
Postwar Factory CONTINUED



ON SCALE MODEL of the plant, Factory Manager H. F. Detrick shows how conveyor system is set up. Conveyor belts are represented on model by criss-crossing of wires. A. O. Smith Corp., long a pioneer in factory efficiency, developed a semi-automatic production line for automobile frames in the early '30s.

NEXT STEP: THE AUTOMATIC FACTORY?

Although the conveyor system of the Kankakee plant (*above*) is a step toward automatic assembly, it still depends upon manpower. But many industrial engineers believe that the modern factory can be completely automatic. One example of how the automatic factory can work is shown in the drawing below which appeared in the November 1946 issue of *FORTUNE*. Into this machine all the parts and subassemblies for a telephone headset are fed on conveyor belts through a series of jigs and hand-arm levers where the parts are wired, bolted and screwed to make a finished product. At a control panel engineers watch the record of the fabrication and regulate the assembly by a master switch. No human hand touches the work. With the proper layout of such machines the whole factory could operate automatically. This means savings in the production costs and, hence, lower prices.



AUTOMATIC ASSEMBLY MACHINE, conceived in a *FORTUNE* drawing, is designed to construct telephone headsets without workers. Parts for headset flow into the machine on conveyor belts, are fabricated by remote control. Even an electronic inspection unit (*right*) is included to reject bad products.

Some things you should know about sulfa

No. 201 in a series of messages from Parke, Davis & Co.
on the importance of prompt and proper medical care.



SUPPOSE you have a sore throat.

A friend may tell you how a bad sore throat was cured with a few sulfa tablets—may even offer you some and suggest that you try them.

To do so would be extremely unwise.

For your friend may have had a type of infection against which sulfa is often miraculously effective. *Your* sore throat may be of a kind on which sulfa has no effect whatever.

In any case, taking sulfa drugs without the guidance of a physician is a far more hazardous procedure than most people realize.

If you take sulfa for a minor ailment, for instance, you may become sensitive to the drug itself. Then if you should later have a serious illness, your doctor might find it unwise to prescribe sulfa for your case.

When you dose yourself with sulfa, you may also run the risk of kidney ailments, anemia, and other blood diseases. This is why in many states the law specifies that sulfa drugs may be dispensed only on a physician's prescription.

Your doctor is the only person competent to judge whether your ailment is one which responds to treatment with sulfa, and whether your ailment is serious enough to warrant the use of sulfa. He alone knows which of the various sulfa drugs to use, how much to give, what precautions to take.

SEE YOUR DOCTOR. What is true of treating illnesses with sulfa is true of any form of treatment. Don't take a friend's suggestion. Don't prescribe for yourself. At the first sign of illness see your doctor. He is the one person qualified to advise you on the vital questions which concern your health.

Makers of medicines prescribed by physicians

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THE HAFNERS DUST OFF THEIR CHURCH'S GILDED ORGAN PIPES, CHRIS CLIMBING UP BEHIND TO THE VERY TIPTOP WHILE OLLIE WIPES ALONG THE BOTTOM

GOD'S HOUSEKEEPERS

Chris and Ollie Hafner faithfully
clean church in Batesville, Ind.

Faithfully every Sunday, Christian Hafner and his wife Olive of Batesville, Ind. go to the First Methodist Church. Just as faithfully during the week the Hafners, who are both 74, go back to the empty church to do humble chores of dusting, polishing and cleaning. As "God's housekeepers," they tidy up pulpit and pews, tighten up the hard-used altar rail, shine the organ pipes (above).

When "Chris" married her 53 years ago, "Ollie" was church scrubwoman, a job she took to pay for

her music lessons. Chris, who is a patent-medicine salesman, lent her a hand and has been helping ever since. In 1934 he lost his sight but continued to help, cleaning by touch. One night, after their work was over, the Hafners knelt to pray at the altar. Next day Chris underwent an operation which gave him back his sight. The Hafners stoutly believe this was God's reward for their faithfulness. They prize their work more than their pay of \$40 a month, a tenth of which goes into Sunday's collection plate.

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THE LATHER STAYS
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120 to 150
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● Yes, the **WETTER** the lather the **BETTER** the shave. A quick-drying lather dries out on your face—causes sting and burn. What you want is a rich, creamy **EXTRA MOIST** lather... the lather you get with Lifebuoy Shaving Cream... a lather that **STAYS MOIST**, keeps your beard soft and gives you **CLEANER, SMOOTHER** shaves even with cold water or a used blade.

TRY LIFEBOUY SHAVING CREAM
WITH STAY-MOIST LATHER

A PRODUCT OF LEVER BROTHERS COMPANY

"Hires to You!"

A TOAST TO GOOD TASTE

God's Housekeepers CONTINUED



CHURCH RUG is cleaned by Ollie. Hafners have standing bet of 25¢ with minister that he will never find dust on Sunday. They have never had to pay



COMMUNION GRAPEJUICE is tested by Ollie. She grows the grapes in her own yard, presses them and keeps juice in catchup bottles in her cellar



CHURCH BELL, which weighs 1,600 pounds, is oiled once a year by Chris, who has to climb 90 feet to steeple top. On Sunday he rings it at 8:30 a.m.



ORGAN PEDALS are washed down by Chris once a week. Ollie's arthritis makes it impossible for her to kneel for scrubbing or even for Communion.



BAPTISM WATER is heated in church basement before ceremony. Chris often holds up baptism until he is sure water will not chill the baby's head.

CONTINUED ON NEXT PAGE

No Sugar Needed

NEW, QUICK, **EASY** recipe for
gingerbread . . . made in a **saucepan**



easier mixing—less dishwashing!

ALL MIXING DONE IN ONE SAUCEPAN!

Much simpler,
much easier—and fewer dishes
to get out, wash, and put away.

A HANDLE TO GRASP AS YOU MIX!

No wobbling or
slipping out of your hands as
with a bowl. You don't get your
thumb in the batter!



½ cup shortening • 2½ cups sifted flour
1½ tsps. baking soda • ½ tsp. salt • 1½ tsps. ginger
1 tsp. cinnamon • 1¼ cups Brer Rabbit Molasses
1 egg, unbeaten • ¾ cup hot water

No creaming of shortening. Just melt shortening in 3-quart or 4-quart saucepan over very low fire. Remove from fire; let cool. Mix and sift dry ingredients.

No beating of eggs. Just add molasses and unbeaten egg to cooled shortening and mix until well blended. Add sifted dry ingredients alternately with hot water, mixing well after each addition. Pour into well-greased 9 x 9 x 2 pan and bake in moderate oven (350° F.) 40 to 45 minutes or until done. Makes 16 portions.

And it's the best gingerbread you ever tasted! We get that Brer Rabbit Molasses flavor from a kind of sugar cane that grows, as nowhere else, on the plantations down around New Orleans.



Brer Rabbit

"Folks, my molasses is over 60%
natural sugar—and Rich in IRON!"

That sugar in Brer Rabbit Molasses comes straight from the juice of the sugar cane. *Real* sugar—in its natural form.

Iron is essential for good red blood! Brer Rabbit New Orleans Molasses is one of the richest known sources

of food iron that the body can use.

TWO TYPES

Gold Label, highest quality *light* molasses for table use and for a delicately flavored milk shake.

Green Label, full-flavored *dark* molasses especially recommended for cooking and for a richly flavored milk shake.



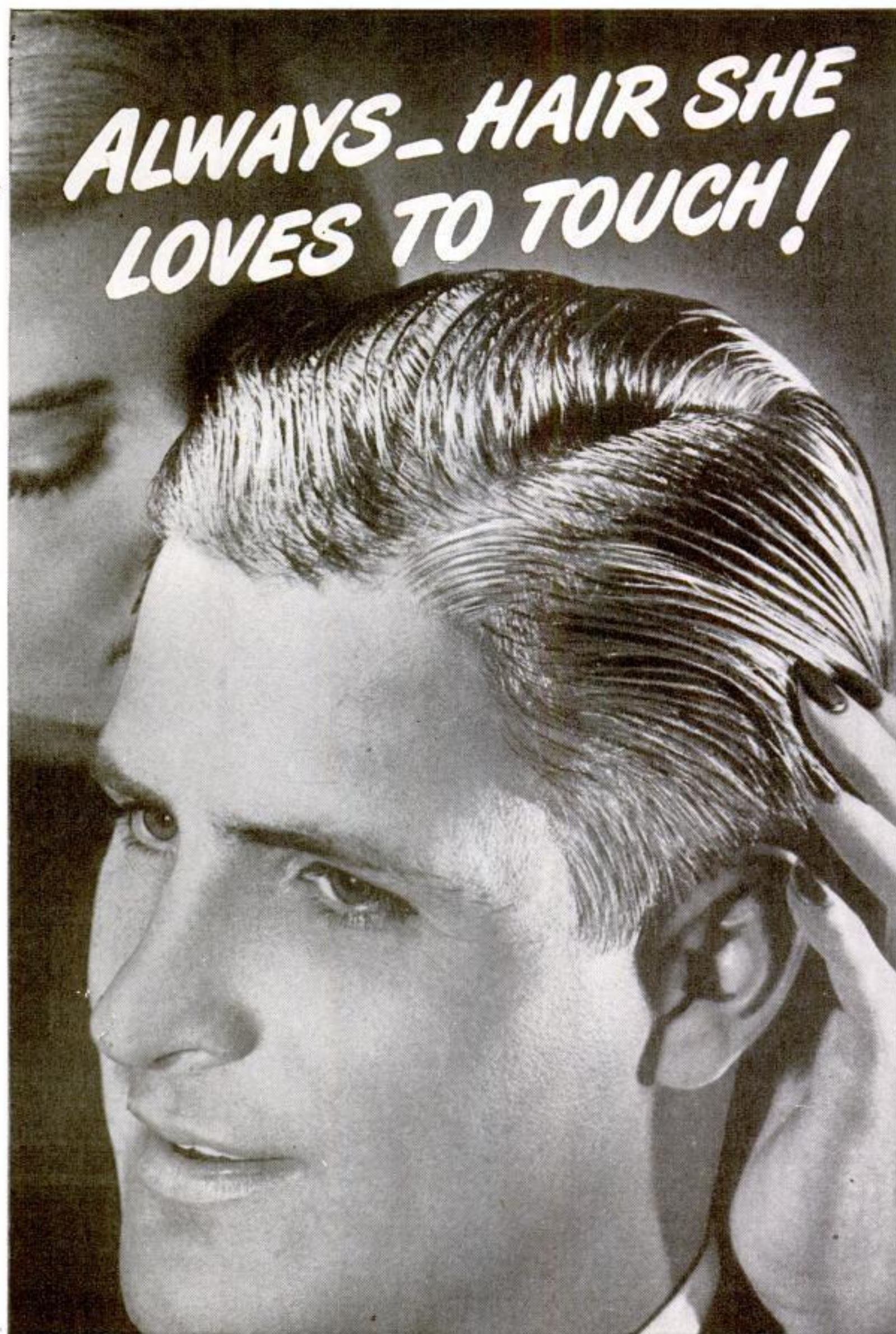
FREE! New, Quick, Easy Sugarless Recipes

Send me your leaflet giving new, quick and easy recipes for sugarless desserts—made in a saucepan. Also valuable 52-page cook book of 116 fine molasses recipes; washable cover. **BOTH FREE.**

Name _____ (Print Name and Address)

Address _____

Paste this coupon on penny postcard and mail to: **BRER RABBIT,**
c/o Penick & Ford, Ltd., Inc., New Orleans, La., Dept. L203-7



Loose Dandruff, Scalp Germs, Hair Odors Routed Double-Fast by Jeris!

EVER SMELL YOUR HAT?

Hair quickly develops unpleasant, sweaty odor. That's another thing JERIS stops . . . with its special antiseptic action. Gets hair cleaner, sweeter-smelling, faster!



Three popular sizes: 50¢, 75¢, \$1.00.

This 15-Second Dress-Up Leaves Hair Neater, Cleaner, Healthier, Handsomer!

Fast-Action JERIS routs loose, itchy dandruff far more effectively—kills scalp germs and musty hair odors double-fast—cleans hair twice as clean. *Because JERIS contains a special antiseptic no other leading hair tonic has!*

To have the hair she loves to touch—just rub on a few drops daily. Instantly, loose dandruff, dirt and rancid odors disappear. Your hair *looks* cleaner, *smells* cleaner, *feels* cleaner! Get JERIS today at all drug-stores and toilet goods counters—or tell your barber, “JERIS, please!”

JERIS

The Antiseptic HAIR TONIC

God's Housekeepers CONTINUED



ON SUNDAY Ollie teaches boys' class in the Sunday school when the regular teacher is absent. One of Ollie's three great-grandchildren attends this class.



MEN'S BIBLE CLASS before church service is attended by Chris (third from right), who has rarely been absent in 53 years. Then he tends furnace.



FIRST METHODIST CHURCH, built in 1889, has 175 members, is the largest Protestant Church in Batesville, a factory town with population of 3,065.

Two perfect answers to the \$64 QUESTION



... and they're both **EVERSHARP!**

Did you ever see a handsomer pair... than this EVERSHARP Skyliner Set? Or a pen and pencil that do more for your writing?

EVERSHARP's big, 14-karat gold Magic Point personalizes your handwriting—with a variety of line and shading that makes your signature *you!* And writes so

smoothly it's actually *silent*. Magic Feed prevents ink flooding high in a plane... so of course at ground level, too.

Matching Repeater Pencil Feeds new points like a machine gun. Sets, designed in gem-like plastic, available in dubonnet, blue, brown, green, gray, black. Compare!

TUNE IN Phil Baker in "TAKE IT OR LEAVE IT"—CBS, Sunday Nights
and Ann Sothern in "MAISIE"—CBS, Friday Nights



EVERSHARP
Skyliner Set

\$8.75

Pen Alone—\$5.00

Pencil—\$3.75

Service Guaranteed Forever.

If Your EVERSHARP Ever Needs Service, We Will Put It In Good Order For 35¢. This Service Is Guaranteed... Not For Years... Not For Life... But Guaranteed Forever!

Give **EVERSHARP**—and you give the finest!

© 1947, Eversharp, Inc.

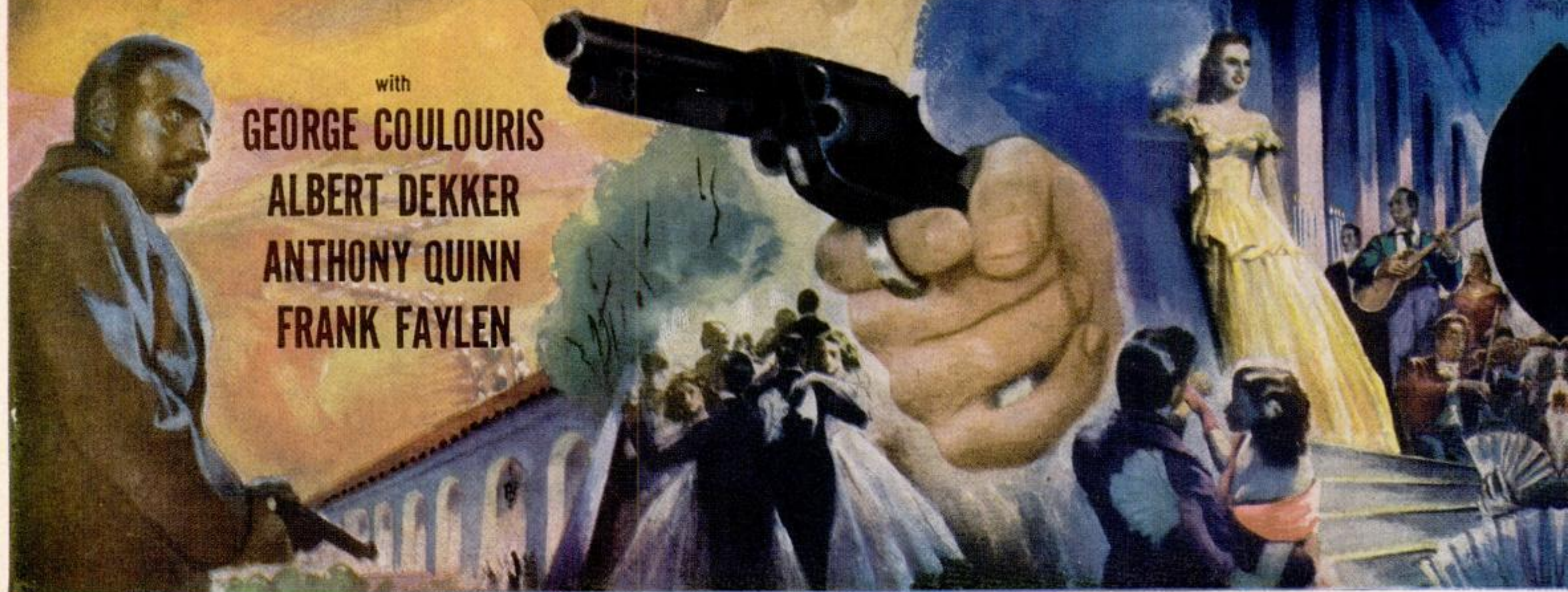
**HERE IS
SURPASSING
GREATNESS!**


CALLIE FOR

Starring

**RAY MILLAND
BARBARA STANWYCK
BARRY FITZGERALD**

with
**GEORGE COULOURIS
ALBERT DEKKER
ANTHONY QUINN
FRANK FAYLEN**





Your eyes, your ears, your heart
never had a greater thrill...

SEE—The biggest, the most beautiful Technicolor romance of America's golden west.

HEAR—The glorious, thrilling music that stirred our pioneers.

FEEL—The surging drama of reckless men and the women who loved them as they forged mighty CALIFORNIA.

CA NIA

in Technicolor

A **JOHN FARROW** Production

Directed by **John Farrow**

Screen Play by Frank Butler
and Theodore Strauss

A Paramount Picture



Here's what it takes to make a Martini sing 🎵



The number one "must" of any good Martini is *great gin* and no gin can be its greatest without the help of men from many lands.



They have what it takes—for they produce the **IMPORTED BOTANICALS** used in Hiram Walker's Gin. The spicy juniper. The fragrant coriander. The tangy cassia—the delicate herbs, roots, and berries from Italy, China, Czechoslovakia, Saxony, Spain—the world's best.



Only these matchless botanicals go into Hiram Walker's Gin. And—*only the finest of these*. You see, fine as they are, these botanicals are finer in some years than in others—they have their best, their "vintage" years. *That's* when we buy them—and *only* then.



And there you have it—the big reason why the best mixers agree on this: *Hiram Walker's Gin* makes a Martini something to be remembered.



HIRAM
WALKER'S
Distilled London Dry
GIN



90 proof. Distilled from 100% American grain.
Hiram Walker & Sons Inc., Peoria, Ill.



SURROUNDED BY HIS PROPS, JACK BENNY POSES WITH ROCHESTER IN THE FAMOUS OLD MAXWELL. THE VIOLIN REALLY WORKS BUT THE VAULT IS A BACKDROP

JACK BENNY INC.

Comedian mixes a fiddle, a feud and stock characters in formula which has paid off for 15 years

This month, to the dismay of thousands and the delight of millions, Radio Comic Jack Benny, after 15 years at the top of his field, was again bouncing in and out of No. 1 spot on the Hooper popularity poll. The trick which grossed some \$9,000,000 for the 52-year-old mime during that long sway was a simple, unfailing formula. Its physical and human components are shown on this and the next page; its philosophical *raison d'être* is discussed on page 88. Shown above are the stock props: Benny's squeaky violin, the "vault" where he hides his money, the old Maxwell car which the gravel-

voiced valet Rochester drives and which the supposedly stingy Benny will never replace. Below are the stock characters of his weekly Sunday-night show (NBC, 7 to 7:30 EST). Not shown, of course, are Benny's expert sense of timing or his perennial "feud" with Fred Allen. The feud reached a dubious zenith one night last year when Benny's pants were removed before a hilarious Allen audience. It was almost as funny (and significant to some critics) as Benny's famous contest inviting letters on the subject, "I can't stand Jack Benny because . . ." The response was overwhelming.

BENNY'S CAST: SARA BERNER PLAYS "MABEL FLAPSADDLE"; BEA BENEDARET, "GERTRUDE GEARSHIFT"; BLANC, MANY PARTS. MARY LIVINGSTONE IS MRS. BENNY





Amazing preparation gives faster, closer REMINGTON electric shaves

• Tests by eight hundred men prove you can now enjoy a new high in performance from your Remington Electric Shaver—with sensational new Letric Shave. It's a scientific development of The J. B. Williams Company to help you get faster, closer electric shaves. Just dash a few drops of Letric Shave on your face *before* shaving.



FASTER SHAVES!
Dries sticky perspiration—lubricates

• Letric Shave quickly evaporates sticky, shaver-clogging perspiration—overcomes friction between the face and shaver head. It makes shaving more comfortable for men with dry skin—helps save precious minutes.

CLOSER SHAVES!
Conditions beard—softens wiry whiskers



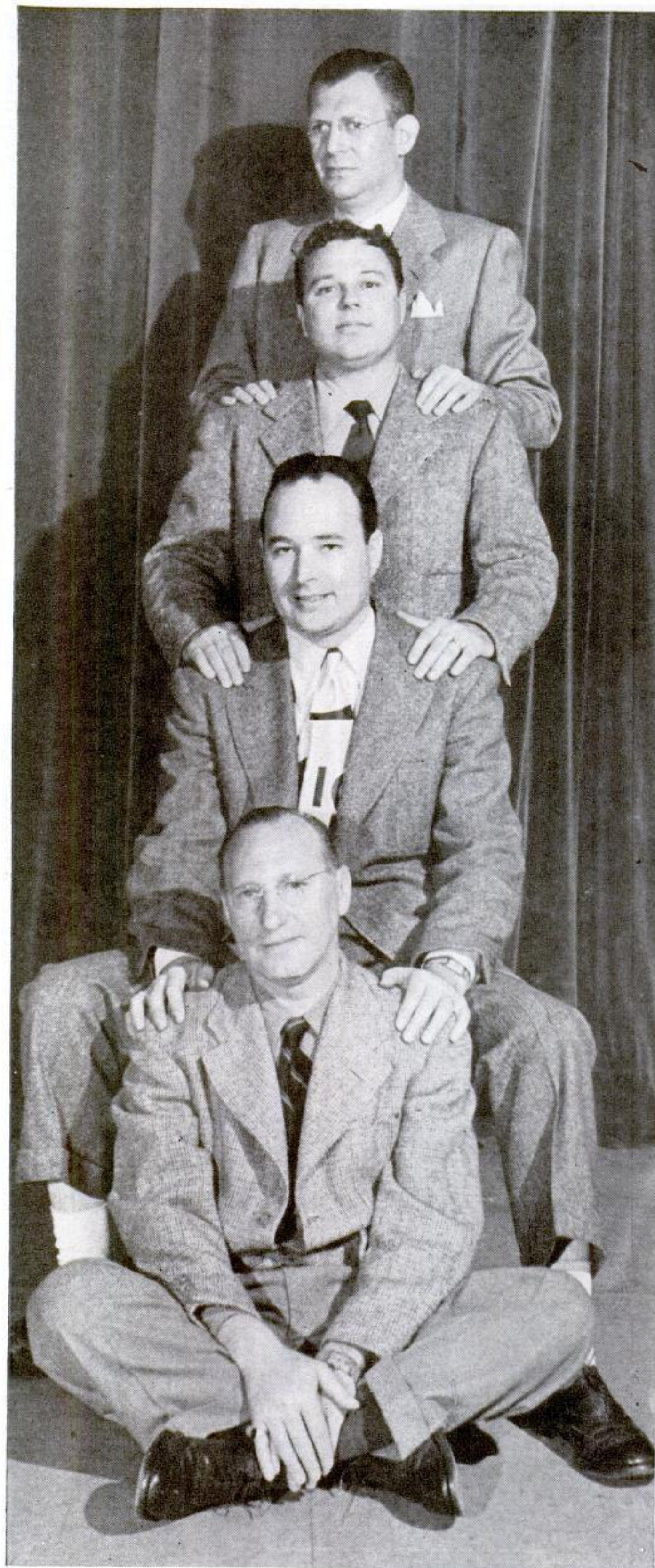
• A special emulsifying ingredient in Letric Shave takes the "fight" out of tough whiskers—helps you get a closer, longer-lasting shave. It's good for the motor of your shaver, too.

Free Sample—

Letric Shave works equally well with any make of electric shaver. On sale at dealers everywhere—or send your name and address to The J. B. Williams Co., Dept. LE-3, Glastonbury, Conn., for free trial-size bottle. (Offer good in U.S.A. only.)



MAKES ELECTRIC SHAVING EASIER



FOUR FUNNYMEN WRITE HIS GAGS

Benny's writers (*top to bottom*), Milt Josefsberg, John Tackaberry, George Balzer and Sam Perrin, are highly paid to belabor standard Benny gags into endless variations which convulse Benny fans. Head Writer Perrin gets \$2,000 a week, the others all more than \$500. They work a taxing week, starting right after each Sunday broadcast. They ruminate Mondays and Tuesdays, gather on Wednesdays, often in Benny's bedroom, strewn with pads and pencils so that no evanescent gag can escape. By the next Sunday the gagmen will have given birth to such humor as this commentary on Benny's miserliness, sung by Rochester to the tune of *Ol' Man River*: "Ol' man Benny, dat ol' man Benny, he won't waste nuthin', and don't spend nuthin', he just keeps rollin', . . . along. You should see him sweat and strain. When he spends a nickel, he's wracked with pain. . . ." Benny fans found this very funny.

4 STEPS TO BETTER HEARING with "EVEREADY" "MINI-MAX" BATTERIES!

- 1 **BETTER HEARING LONGER.**
Proper full-volume hearing, with less frequent power fading, due to exclusive flat-cell construction.
- 2 **FEWER BATTERY CHANGES.**
Size for size, the longest-lasting hearing aid batteries in the world.
- 3 **THINNER, LIGHTER, MORE COMPACT.**
Makes your hearing aid easier to wear.
- 4 **SAVES YOU MONEY.**
Here is the most economical "B" power you can buy. Get them from your hearing aid dealer.

HEARING AID
BATTERIES

EVEREADY
TRADE-MARKS
MINI-MAX

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.

A winner with women!

QUEST All-purpose DEODORANT

On sanitary napkins,
Quest powder deodorizes
completely



Skin Sufferers

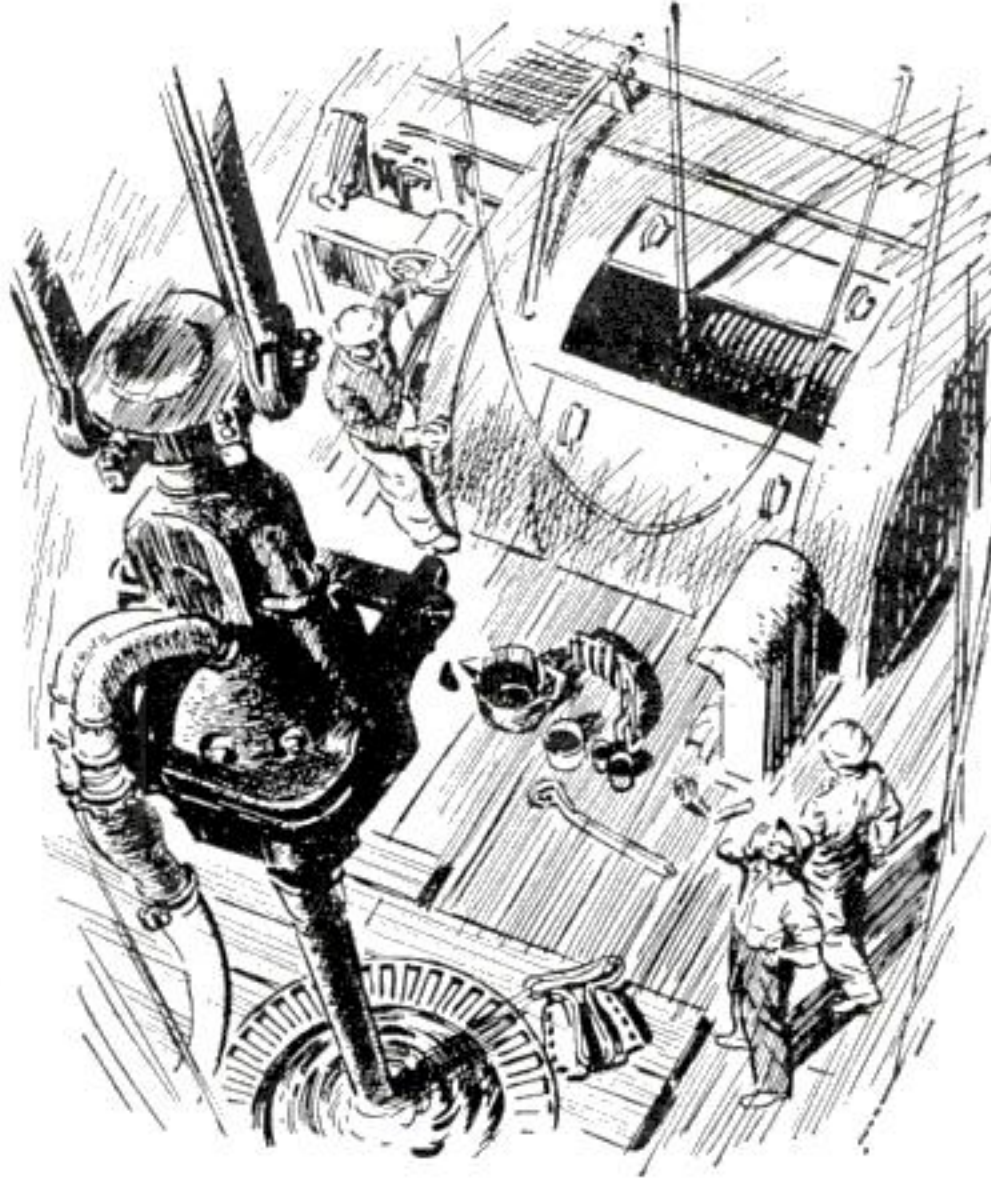
For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid **D. D. D. PRESCRIPTION**. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 35c trial bottle proves it, or your money back. Ask your druggist today for **D. D. D. PRESCRIPTION**.



What is Profit?



1. Before people can have such things as shoes and gasoline and vacuum cleaners, at least two things are necessary. Someone has to provide the "tools" and raw materials you need to make those products. And someone has to perform the labor of turning them out.



2. Now if you're going to ask a man to put all his labor into the production of gasoline and petroleum products for other people—instead of expending it on things for his family and himself—you obviously have to compensate him in some way. Under our American economic system we do this with wages.



3. By the same token, if you're going to ask a man to put his money into "tools" and raw materials that will produce gasoline for other people—instead of spending it on things for his family and himself—you have to compensate him in some way. So we offer the "tool-provider" a chance to make a profit.



4. At Union Oil, for example, 34,970 individual Americans have put up varying amounts of money to provide the refineries, drilling rigs, service stations, etc., that we need to make and distribute petroleum products. If the company makes a profit these people—called shareholders—are rewarded with cash dividends.



5. As a rule, about half the profits are plowed back into more "tools" and half are paid out in cash dividends. But the total profits each year are much smaller than most people think. In 1945, for example, they amounted to only 5.9% on the capital invested in the company—less than 6¼¢ out of each dollar the company took in.



6. It seems to us that this is certainly not an unfair reward for the contribution these "tool-providing" people have made to the company. And without this profit incentive we Americans could never have achieved the high productivity and efficiency that have made this country great.

UNION OIL COMPANY
OF CALIFORNIA

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 14, Calif.

AMERICA'S FIFTH FREEDOM IS FREE ENTERPRISE

How an "idea" born in 1906 became one of America's great successes!

JUST a novel idea in 1906. But the thought of a good laxative *tasting good* appealed to people. It made sense. So, folks began flocking into stores all over the country to ask for Ex-Lax... the original chocolated laxative!

The demand grew by leaps and bounds. Today Ex-Lax is, by far, *America's most widely used laxative*—with sales of over 40 million boxes annually!

Over the years, millions of peo-

ple have learned to *trust* Ex-Lax! They know how dependable and effective it is, yet how gentle, too. Not too strong, not too mild—Ex-Lax is the "Happy Medium" laxative!

Compare Ex-Lax with any other laxative... for effectiveness, for gentleness, for taste! Do this—and we are confident you'll follow the lead of the millions who have made Ex-Lax their favorite laxative. As a precaution, use only as directed.



10c and 25c

The "Happy Medium" Laxative

★When you have a cold—and if you need a laxative—don't dose yourself with harsh purgatives. Take Ex-Lax!

TROUBLESOME DANDRUFF!

Physicians are learning more and more each day how troublesome dandruff can be. Combining unclean hair filled with dandruff into the eyes, nose and ears causes innumerable unpleasant conditions that could be avoided if proper Hair Hygiene were practiced at home.



Try Herbex, used and recommended by hairdressers for over 50 years



Parker HERBEX

Home treatment as an aid in the care of dandruff with Hair Hygiene chart, \$3.75 plus 59¢ tax.

At your local drug or department store
Write for FREE booklet on Hair Hygiene to
Parker Herbex Corp., 607 Fifth Ave.,
New York 17, N. Y.

LADIES! Ask your hairdresser for a Parker Herbex Hair Hygiene treatment—particularly before, during and after permanent waves.

BEWARE COUGHS From Common Colds THAT HANG ON!



Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

COUGHS Creomulsion

Chest Colds... Bronchitis

Jack Benny Inc. CONTINUED

BENNY'S SHOW: Critic after calm appraisal rates it as entertainment

ON learning that some 30,000,000 U.S. citizens have been listening to Jack Benny with more or less enthusiasm for the past 15 years, it occurred to me to investigate this matter from a clinical viewpoint. Consequently a few days ago I searched out a friend who owns a radio, poured out a long drink and settled down to work. For the benefit of the 110,000,000 people who do not listen to Benny, I am now able to give, as the foreign correspondents say, a scoop as to what the fuss is all about.

Like most other radio shows, the Benny one contains a supporting cast, a band, guest stars, a commercial sponsor and a studio audience. The latter, judging by the noise it makes, must include a major fraction of the star's 30,000,000 devotees. Otherwise it differs little from other such claques. The distinguishing feature of the show is, of course, Benny himself. The best way in which to see how this comedian endears himself to his large public is to examine some of his material in detail.

On the evening in question Benny started by exchanging some insults with his bandleader, an amiable soul named Phil Harris. Using standard technique, the two performers pretended that, instead of being on the air, they were merely preparing for the show. Benny then began to find fault with the members of the orchestra, accusing them of incompetence, faulty hygiene and other lapses. Harris defended them, remarking that one of the musicians used to play "first washboard with Spike Jones." Benny's response to this was scornful: "Tell him to stop strumming his guitar with that box of Duz. . . . If he's that close to soap, why doesn't he get some of it on him?"

During this altercation Harris is gnawing on something called a ham hock, which he carries in his pocket. When Harris leaves Benny asks his servitor, Rochester, what there is for dinner. "One used ham hock," replies Rochester, who has apparently purloined this tidbit. "Well," says Benny, "wipe the lint off of it and call me when it's ready."

Benny, I hear, often tries to play the fiddle. Other favorite trademarks in his program are, it is said, his vain hope that he will receive an award at the annual Motion Picture Academy dinner and his feud with another radio comedian, Fred Allen. On the evening in question there was no mention of the dinner and no fiddle. The feud cropped up briefly in a later part of the program when Jack Benny, after a series of improbable developments, got himself sentenced to electrocution and engaged in the following dialog with the executioner: "What time do I go to the chair?" "Five-thirty." "Good. Then I won't have to listen to Fred Allen."

The Benny program is full of the oldest possible sort of jokes, situations and stock comic characters. It is based moreover on an ancient comic method, that of the insult, with the hero as chief insultee (*cf.* Aristophanes). However everybody knows this, and when discussing anything as popular as the Jack Benny program, the respectable contemporary critic is supposed to dig a lot deeper. He must show either that the thing has profound social and political significance or else that it is no good at all.

It may be then that Benny is the embodiment of the Little Man, standing up bravely under the bludgeonings of the economic system and symbolizing the efforts of the Lower Classes to break the chains of oppression by their Feudal Overlords. Or it may be that he simply is not funny. For my part, however, at the risk of losing a brand-new franchise in the critical fraternity, I must confess to finding small evidence to support either view. I reached the conclusions that Benny symbolized nothing, that the whole affair was distinctly entertaining and that the 30,000,000 people who listen to the program may be excused from censure.

—NOEL F. BUSCH



You go, weather or no, *on the Water Level Route*

It's Always Fair Weather for travel aboard New York Central's *Great Steel Fleet*. From the cozy vantage point of your Club Car easy chair, it matters neither to your plans nor your peace of mind when sleet glazes the highways or clouds blot out the winter sky.



© 1947, New York Central Railroad Company



NEW
*Streamliners
and Dreamliners*

This year, a vast new fleet of daylight streamliners and overnight, all-room Dreamliners will spotlight the **NEW** in New York Central.



Rest Assured! A deep-mattressed bed, cradled by the smooth Water Level Route, invites you to rest... and you rest assured that Central's dependable all-weather transportation will get you there tomorrow... refreshed and ready for the day ahead.



Deep Seated Comfort. The comfort of a thrifty reclining seat in one of Central's deluxe, air-conditioned coaches goes deeper than feather-soft cushions or stabilized car springs. For there's the deep down *mental* comfort of traveling in the world's safest way!

NEW YORK CENTRAL
The Water Level Route—You Can Sleep



A wonderful cooking sauce from CALIFORNIA-



You'll thank your lucky stars when you discover the cooking sauce that Westerners love so well!

It's Hunt's Tomato Sauce. A cooking ingredient that's meeting amazing success because of the tantalizing tang it gives to foods.

Hunt's Tomato Sauce is *all* tomato. Plump, sun-ripened tomatoes, simmered down with rare seasonings and spices to rich, flavorful goodness.

In fact, more than *four* fresh tomatoes are used to make one can! Yet it costs you only a few pennies!

Hunt's makes exciting new dishes of old family standbys. Simply add it when you make meat loaf, spaghetti, soups, stews, rice, fish, pot roast, eggs, gravies.

So look for the Hunt red label at your food store. The richness, convenience and low price of this wonderful cooking sauce will delight you!



© Hunt Foods, Inc., 1947.

makes this barbecued chicken from the RIO GRANDE



Delicious barbecued chicken prepared in your own kitchen!

This easy recipe—from deep in the heart of Texas—gets grand tomato tang from one can of Hunt's Tomato Sauce costing only pennies!

Use this sauce also for spareribs, hamburgers, other meats.

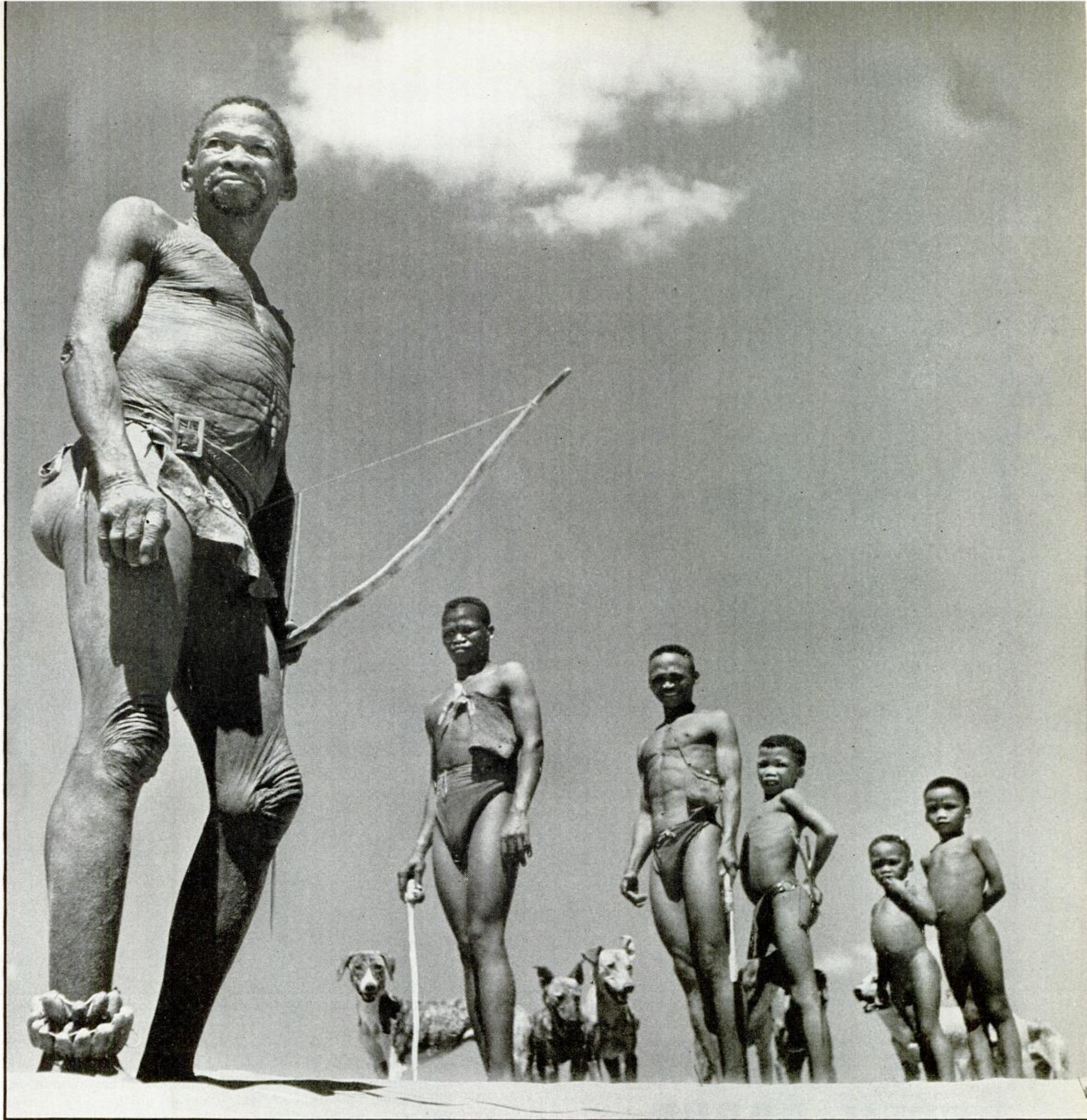
2 to 3 lb. chicken	2 tbsp. brown sugar
2 tbsp. fat	1/2 tbsp. prepared mustard
1 onion, chopped	1 tbsp. Worcestershire
1/2 cup water	1 can Hunt's Tomato Sauce
1 tsp. salt	
3 tbsp. vinegar	

Quarter chicken and brown in hot fat; remove to baking pan. Brown onion in fat; add remaining ingredients. Simmer 30 minutes. Pour over

chicken. Bake uncovered in moderately slow oven (325°-350°) one hour. Serve with barbecue sauce from pan. Serves four.



Hunt—for the best



THE BUSHMEN

The men, boys and dogs of a Bushman band start out for a day's hunting. They are led by their wrinkled old chief (*left*), who wears an anklet of dried cocoons.

PHOTOGRAPHS FOR LIFE BY N. R. FARBMAN

AN ANCIENT RACE STRUGGLES TO SURVIVE IN THE SOUTH AFRICAN DESERTS

In the arid and sun-scorched wastelands of South Africa live the remnants of a dying race. They are the Bushmen: small, yellow-brown people with tightly tufted hair, lobeless ears, narrow eyelids, dry skin that tends to become wrinkled with old age and the singular ability to store up fat in their buttocks. An ancient stock, the Bushmen have both Negro and Mongol characteristics, and others of their own. They are nomads, living without livestock, agriculture or permanent dwellings, moving as the seasons change, in a never-ending search for food and water. They are among the most primitive people in the world;

but the fact that they still exist is proof of how perfectly their way of life is adapted to their physical surroundings (*see next page*).

The band of Southern Bushmen whose life is shown in these pages camp among the glaring sand dunes of the Southern Kalahari Desert in Central South Africa. They are one of the few comparatively pure Bushman groups in existence. Their race is named for the bushveld where the Dutch first saw them. They once ranged over an enormous area and numbered several millions but are now reduced to 7,500 individuals, most of whom are of mixed blood. For centuries, the Bushmen were

victims of powerful Negro tribes that moved into their area. Later, the white settlers butchered thousands of them in bloody and useless feuds. Today the Bushmen are protected by the South African government and helped out with rations in times of drought. The surviving "wild" tribes are free to continue their struggle with nature in their desert hunting grounds.

How they are faring in this struggle is documented pictorially for the first time. To get these photographs LIFE Photographer N. R. Farbman and LIFE Correspondent Don Burke drove 600 miles through the wastes of the Bushman country.



WHEN GAME BECOMES SCARCE OR WHEN ONE OF ITS MEMBERS DIES, THE ENTIRE BAND PICKS UP ITS BELONGINGS AND STRIKES OUT ACROSS THE SAND DUNES TOWARD A

THE BAND IS BASIC GROUP

Every Bushman belongs to a hunting band, which in turn is part of a particular tribe. But while the tribe is no more than a collection of people who speak the same dialect, the band is the foundation of Bushman society. It consists of several big families, often polygamous,

who travel together (*above*) within a large, well-defined area which they consider to be their absolute property. They camp in small, temporary grass huts which serve as their only shelter from the sun and wind. The oldest and wisest hunter of the group acts as a benevolent chief.



BUILDING SHELTER, couple fastens coarse desert grass to a frame. Wife's buttocks are typically fat.



DIGGING FOR FOOD with a long gemsbok horn (*above, right*), woman finds a root deep in the dry soil.



GETTING WATER out of wet sand, old man sucks through a hollow reed which has a filter of grass.

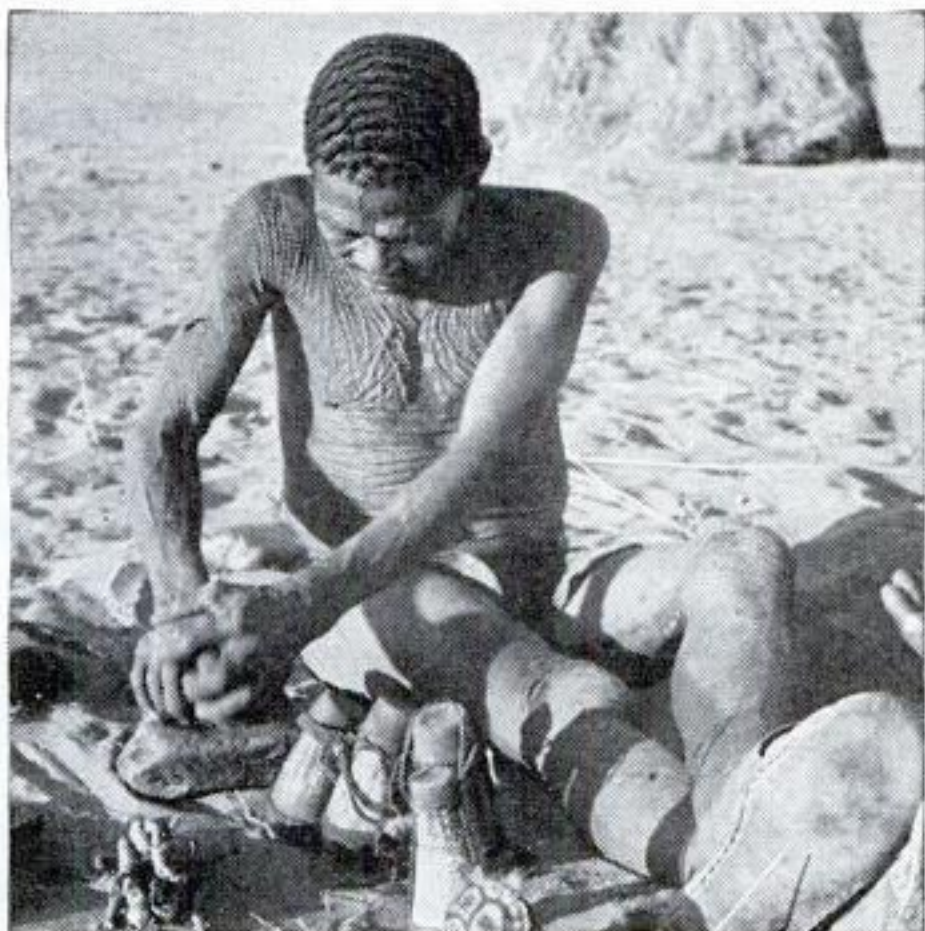


WATER HOLE IN ANOTHER PART OF ITS TERRITORY, LEAVING THE SHELTERS TO BLOW APART IN THE DESERT WINDS. WHEN TIMES ARE HARD, BAND MAY SPLIT UP TO SEEK FOOD

Although the members of a band are not governed by formal laws, their group life has a definite pattern and organization. Their customs are based on the necessity for doing certain things in certain ways in order to survive in a harsh environment. If a man kills an animal,

he must share its meat with the whole band, but if he finds some ostrich eggs or wild melons, he may keep them for himself and his family. Although every Bushman learns at an early age to be self-sufficient, there is some specialization within the group (*below*): men are the

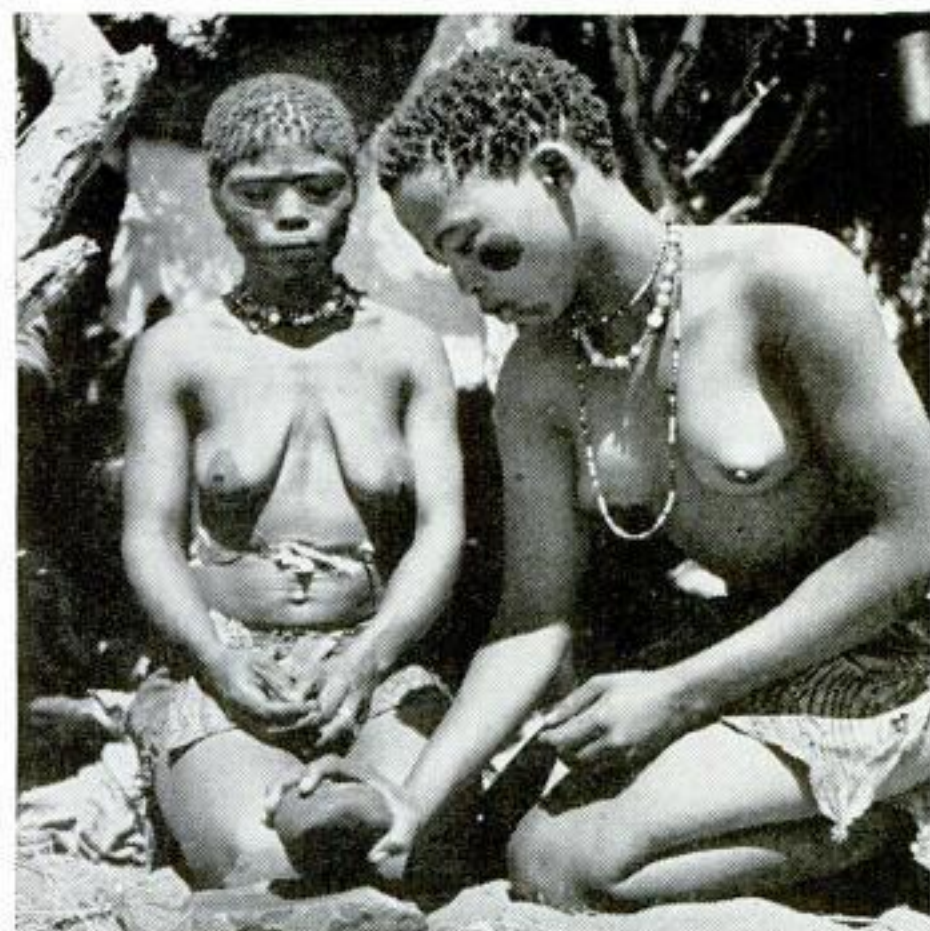
hunters, butchers and tailors of the band; women are the food gatherers and cooks. Children have no special tasks to perform, but by helping their parents and watching them work (*see next page*) they learn how to do the things that will be expected of them when they grow up.



PREPARING MEDICINE, doctor mixes vegetable ingredients, stores them in boxes of horn and shell.



DECORATING CLOTHES is one of few art forms. Men make all the clothes, even the women's skirts.

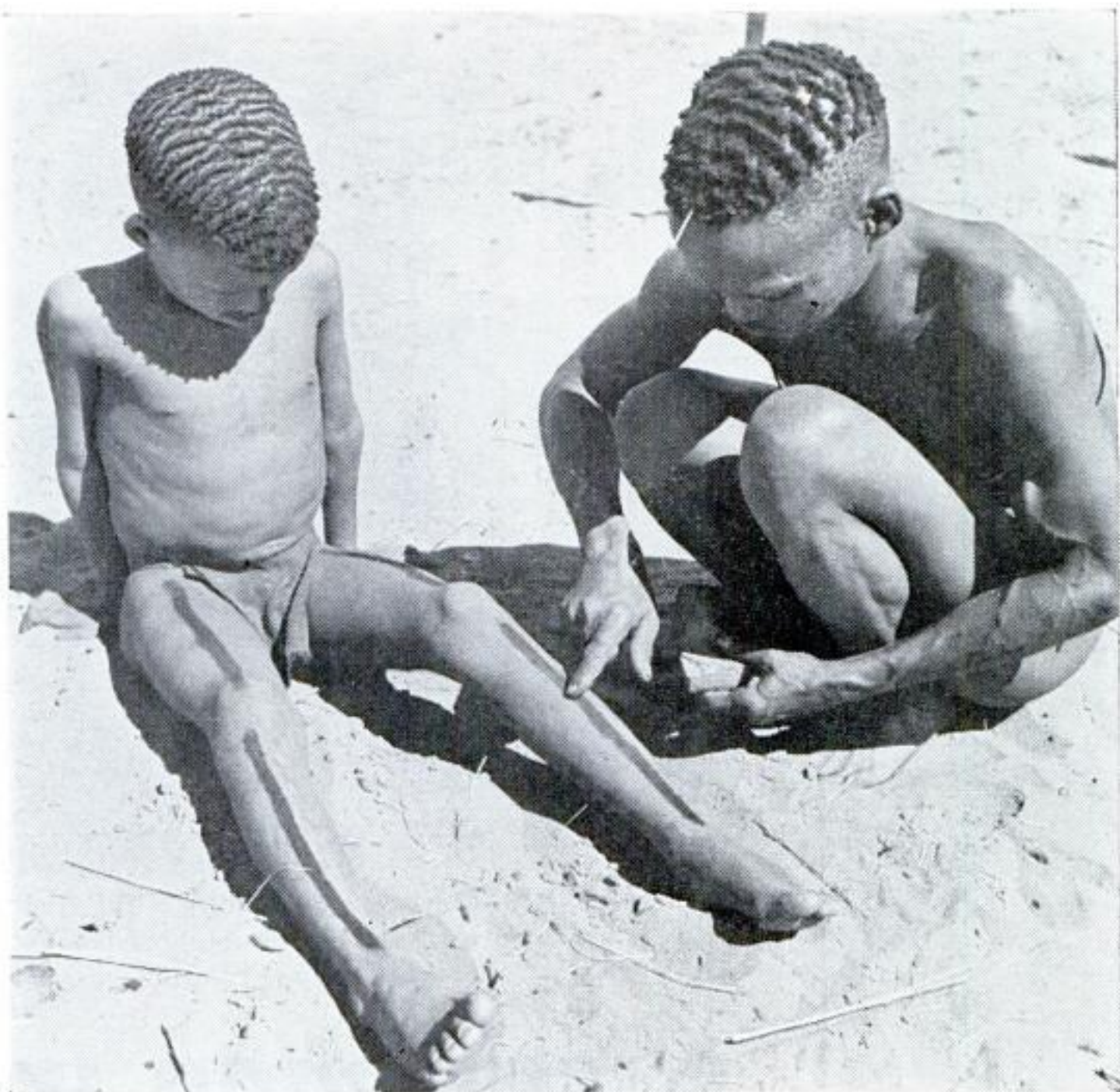


MAKING COSMETICS, young woman grinds bark to powder. It is mixed with fat and smeared on body.



CHILDREN'S GAMES are simple and unrestrained. Here a wiry, yellow-brown and completely naked youngster takes a huge leap from the top of a dune into the soft sand

as his playmates race back for another turn. The slightly sway-backed appearance of these children is a Bushman characteristic, caused by fat buttocks and a tilted pelvis.



BOY IS PAINTED and praised by elders when he kills his first buck. The marks on his legs are supposed to give him stamina; others are for wisdom, strength.

CHILDREN'S UPBRINGING IS CASUAL, INSTRUCTIVE

When food and water are plentiful, Bushman children lead pleasant, easy lives with few rules and regulations to hamper them. Like all children, they invent games to play and burn up their excess energy in violent acrobatics (*opposite page*). Like all children, they also have a deep interest in the things their elders do and are eager to learn from them. Admiring boys follow the grown men, who often take the time to show them tricks of stalking and hunting. Little girls help prepare the family meals and go into the veld with the women to learn how food is found and collected. The children have little formal instruction, but they have plenty of opportunity to learn the things they must know to become self-reliant. When night comes and they sit around a fire with their elders, listening to an old man's stories (*right*), they begin to understand that the band is a unified group to which they belong and without which they cannot live.



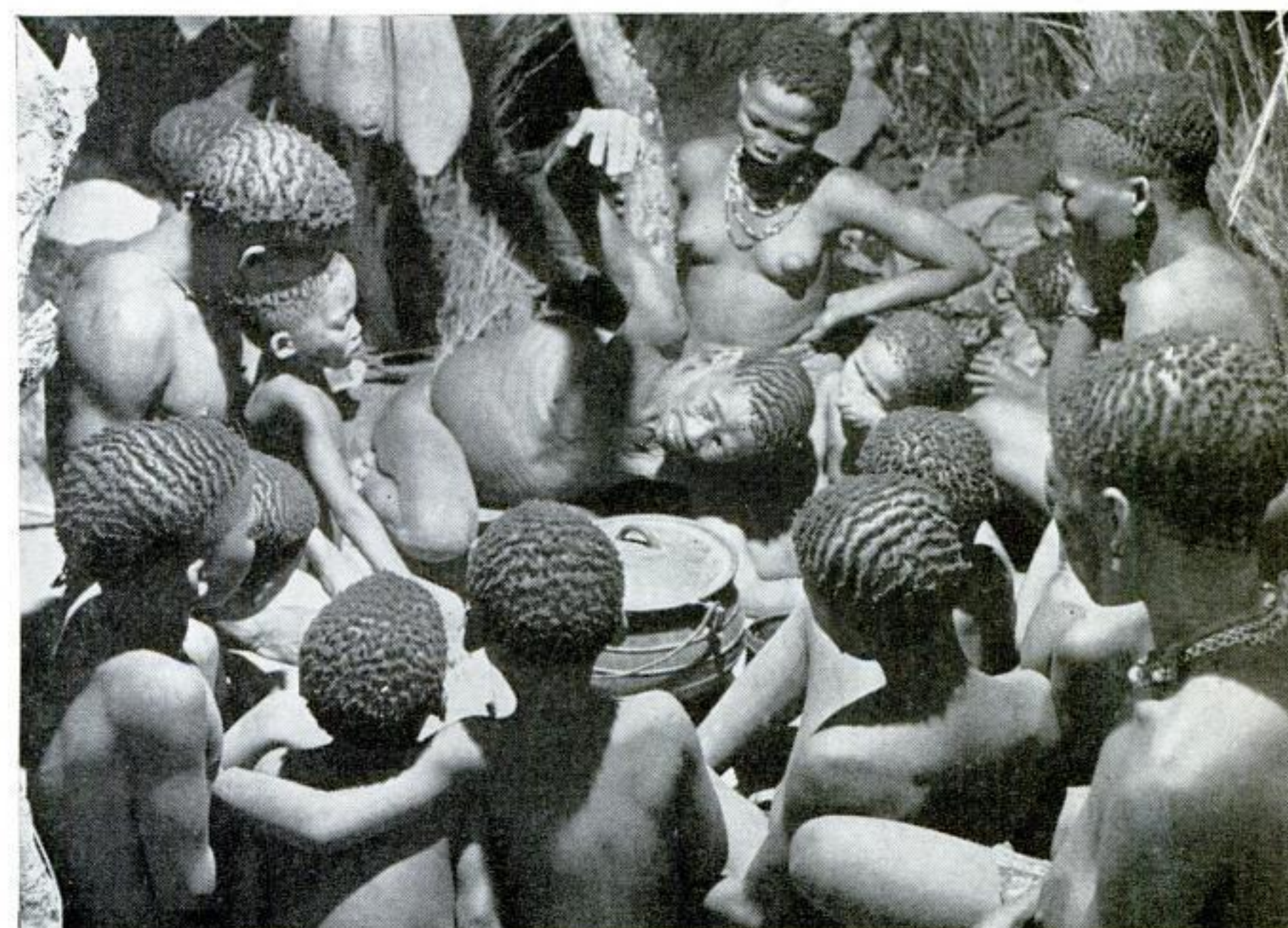
BOYS WATCH CAMOUFLAGE of desert grass being bound to the head of old hunter. With his black crown hidden, Bushman can creep close to feeding animals.



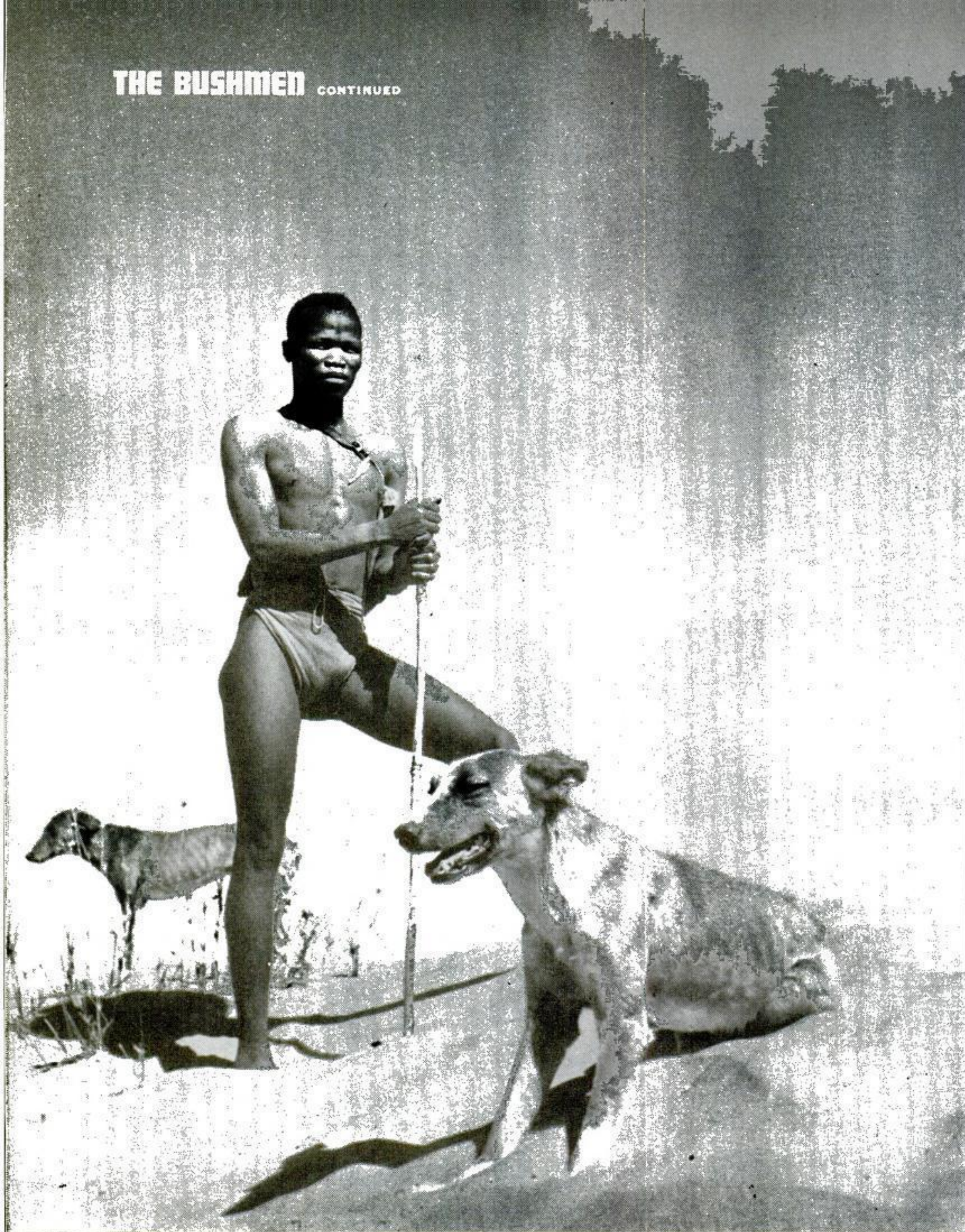
TELLING A STORY to his band, the chief acts out each event: "The Jackal and the Hyena sit inside the house they've built." Hands are held up to represent animal's ears.



"OUT ON THE VELD the Jackal stole some cows from the Ants and brought them home. Later he killed one and put its skin over the Hyena, then he went out again."



"THE HYENA PEEPED OUT with one eye when the Ants came and tapped on the skin. They thought it was one of their cows. The Hyena saw the Ants and felt guilty."



A YOUNG HUNTER rests his tired hunting dogs for a moment at the top of a rise. These ill-fed mongrels are fine trackers and will attack anything. The

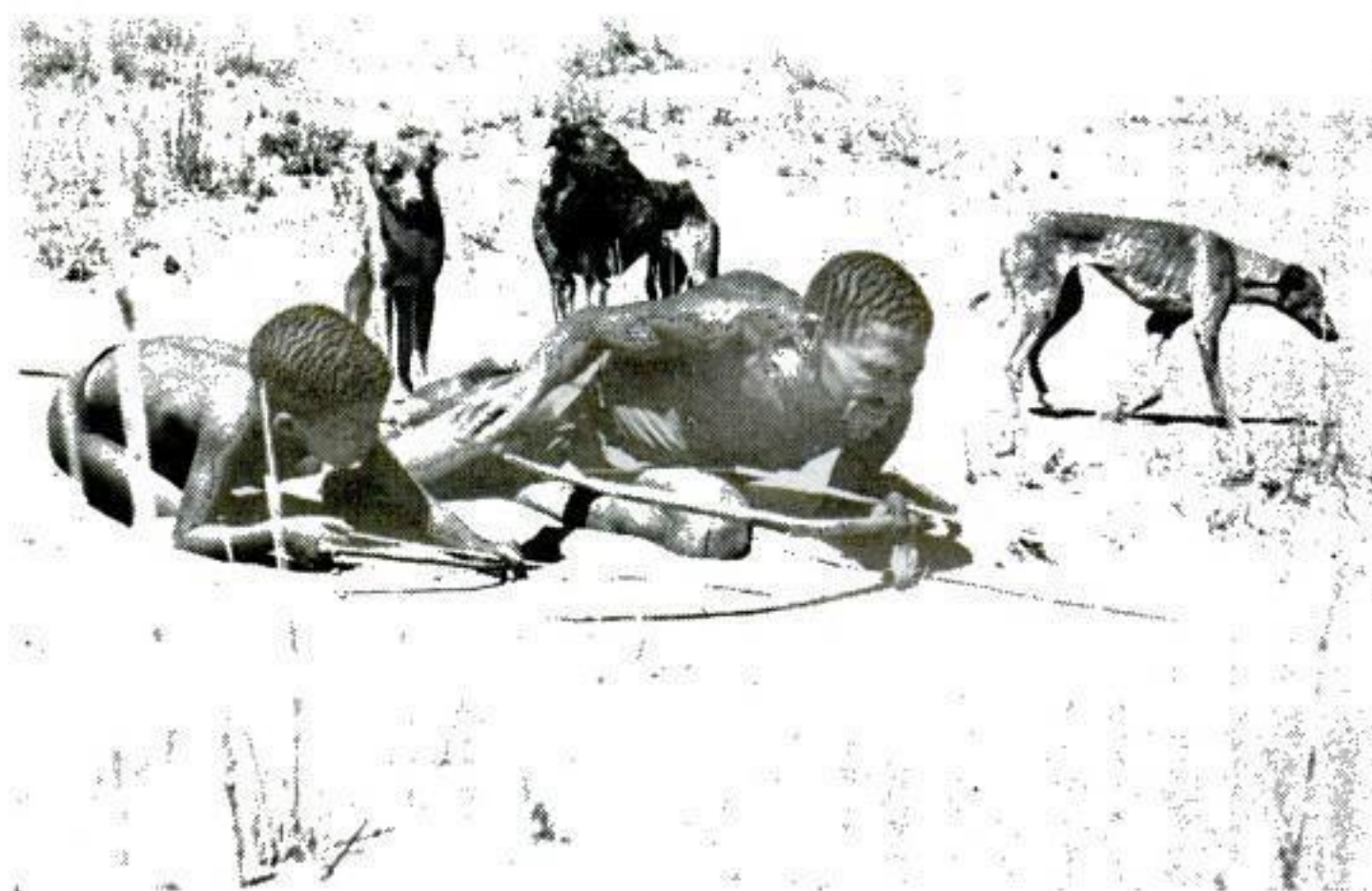
man is a visiting northern Bushman, different from others in band. His darker skin, narrower head and greater height suggest some modern Negro blood.



A SNARED BIRD hangs from a branch, throttled by a set noose released when its beak touched baited trigger. Pitfalls are sometimes used for big animals.

EVERY MAN IS A GOOD HUNTER

To live the Bushmen must hunt, and hunt successfully. Through the many centuries of their dependence on wild game they have acquired an amazing ability to follow a spoor across the trackless desert and to move quickly and invisibly across open spaces. Their weapons are primitive, but they use them well. Most Bushmen favor poisoned arrows, which are effective against the great variety of desert game ranging from fleet jackals to big, lumbering gemsbok (*opposite*). But the poisoned arrow has a disadvantage. It works slowly and sometimes lets a wounded beast escape into hunting territory of another band where the hunters dare not follow. Bushmen are tireless. Occasionally a hunter simply trots along after his prey until the animal collapses from exhaustion, whereupon he overtakes it and clubs it to death. But the Bushmen of this band prefer to let the dogs bring an animal to bay in the open desert (*opposite page*), then close in to kill it with a spear.



STALKING imaginary game, an old hunter teaches a boy how to move unnoticed across the bare sand toward a herd of grazing animals. The puzzled dogs follow along. The boy is now 10 years old and should begin to provide food for the band.



SHOOTING from a crouching position, the hunter shows the boy how to hold his bow. Bushmen have to creep up close to their quarry because their bows are weak and their uneven, featherless arrows are inaccurate at any great distance.



**WHILE HIS DOGS CIRCLE A WOUNDED GEMSBOK,
A BUSHMAN THROWS HIS SPEAR FOR THE KILL**

Six Familiar Neurotic Symptoms...



INDECISION



TIMIDITY



INFANTILISM

PSYCHOANALYSIS

Through books and movies, millions are discovering that they have "unconscious minds" where strange impulses lurk. Getting rid of "repressions" may take years, cost thousands

by FRANCIS SILL WICKWARE

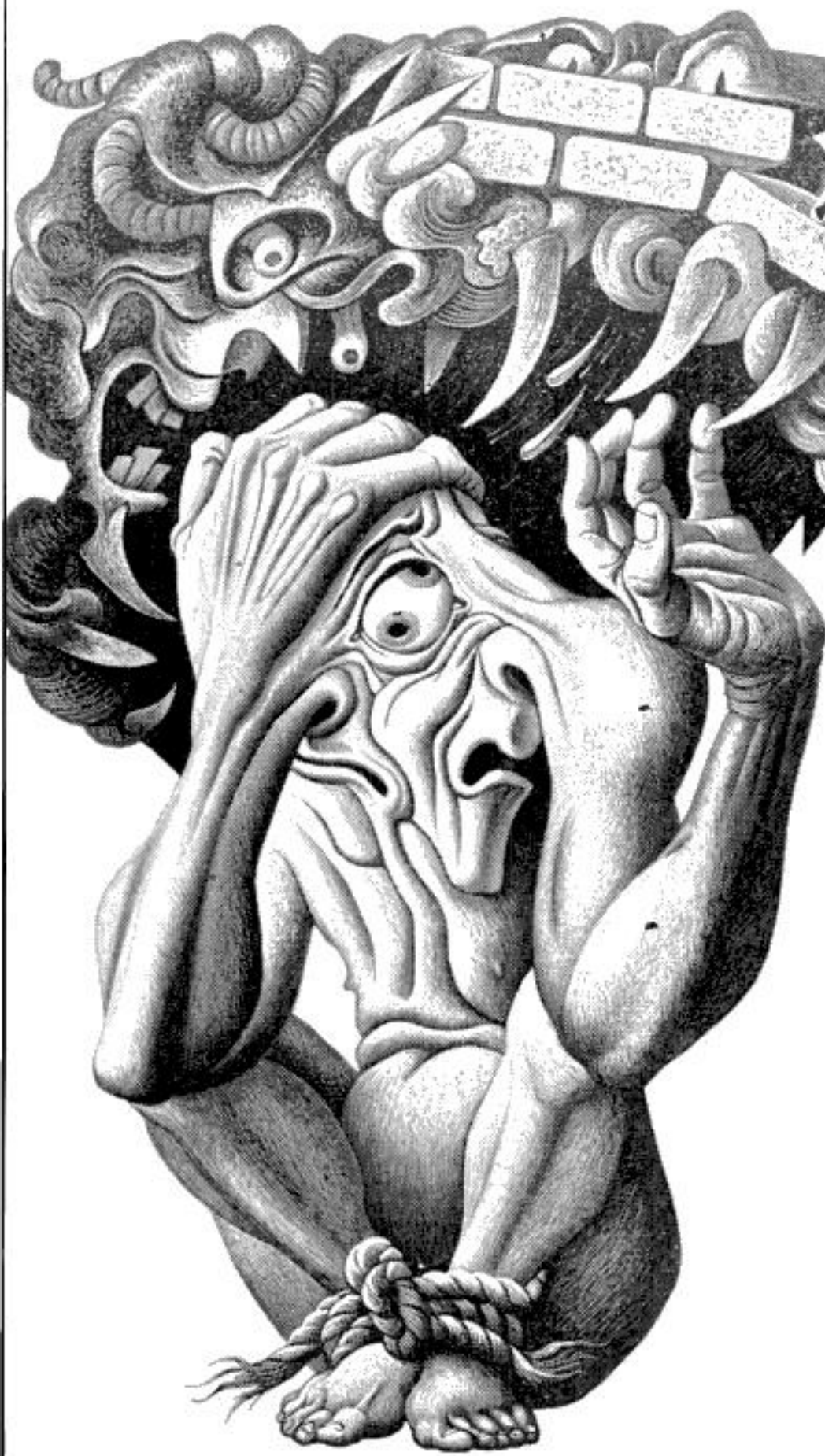
A BOOM has overtaken the once obscure and much maligned profession of psychoanalysis. It is part of the larger boom which simultaneously has engulfed the whole science of psychiatry, in which psychoanalysis is a special therapeutic technique, and which has made the 4,011 accredited psychiatrists about the most sought-after members of the entire medical profession. From the horde of outright psychotics who now occupy more than half of all the hospital beds in the country to the simple-minded folk who seek guidance and solace from the phony tea-leaf "psychiatrists" in Los Angeles and elsewhere, the story is the same—a mass demand for psychiatric help which has swamped facilities and practitioners alike. And of all psychiatrists, the comparative handful of analysts—there are only about 300—seem to be the most heavily besieged.

In part this reflects the alarming prevalence of mental and emotional disorders in the population today; in part, it merely reflects the in-

crease in popular knowledge and acceptance of psychiatry, and especially psychoanalysis, as a cure. During the war millions of service personnel had direct contact with psychiatry for the first time and large numbers of them received more or less elaborate psychiatric treatment. Meantime, a whole new literary genre became popular, with the learned Freudian and the analytic couch as its symbols. Novels about mental illness (*Private Worlds*, *The Crack-Up*, *Brainstorm*, *Snake Pit*, etc.) were frequent. Hollywood quickly followed suit, and numbers of "big" pictures of late have had psychiatric overtones. Indeed, it is rare to find a Hollywood musical these days without some sort of pseudo-Freudian "dream sequence," a convention dating from the huge success of Moss Hart's *Lady In The Dark*, which concerned the efforts of a mixed-up editor of a fashion magazine to solve her difficulties through psychoanalysis.

All this has happened quite suddenly. Several decades ago, to be sure, a few psychoanalytical

terms—notably *ego* and *libido*—were part of the vocabulary of the country-club set, and moralists were complaining that the loose conduct of the times was due to Sigmund Freud's engaging theory that sex makes the world go 'round and that it might be dangerous to harbor repressions in this sphere. As far as the average man was concerned, however, psychoanalysis remained a dark science, with no apparent usefulness except to the neurotic idle rich, and the strange analytic jargon—including such terms as "encapsulated trauma," "free-floating anxiety neurosis," and the famous "transference"—sounded like double talk. Yet it has been half a century since Freud enunciated his theories in *The Interpretation of Dreams*, *Totem and Taboo* and his other basic works, and nearly 40 years since these writings were translated into English by Dr. A. A. Brill, the first Freudian disciple in America and still the ranking Freudian oracle in the profession. For that matter, although Freud often is credited with being the discoverer of the



ANXIETY



FRUSTRATION



REPRESSED HOSTILITY

"unconscious mind," the existence of this mysterious repository of repressed desires and hidden memories was well known before his time.

Schopenhauer, for example, observed that "In the resistance of the will against allowing what is distasteful to come into the illumination of the intellect lies the place where insanity can break into the mind." This comes very close to expressing the essence of what Freud later proved: that certain memories and wishes, pushed out of the conscious mind because the individual cannot endure them, are not thereby simply banished but lie festering in the unconscious and produce the symptoms of neurosis.

The development of this concept—and later of psychoanalysis—came about in a simple, almost casual way. Freud started his career as a medical doctor in Vienna, then became engrossed in the study of mental disorders and went to Paris to learn what he could from Charcot, the famed French pathologist and hypnotist. Later he studied with Charcot's rival, Bernheim, at Nancy. The bizarre effects which these men obtained with hypnosis impressed him deeply, and he was struck particularly with the fact that a hypnotized person receiving a suggestion or command will automatically act upon it after he comes out of the trance although he has no conscious recollection of any such suggestion. This clearly demonstrated the existence—and power—of what Freud later called the unconscious.

Back in his native Vienna, Freud experimented with hypnosis but gradually abandoned it because not many people make good subjects and because when long continued it sometimes has unfortunate effects on the personality. In place of hypnosis he developed and substituted "free association." At first he merely read a series of words and asked the patient to repeat the first word

which came into his mind, in the manner of a parlor game. Later he amplified this to include idea association and memory association in response to key words. Analysts no longer use the word-query device, but they still try to keep the patient talking. In the course of doing this, he invariably dredges up significant scraps from his unconscious without knowing it, and part of the function of the analyst is to select the significant from the trivial and make an interpretation.

Freud's basic concepts

THE significant scraps which Freud assembled from his many patients in Vienna were the foundation of analysis. Some of his observations:

- A "normal" person does not exist. Every individual has certain traits and tastes and habits which differ from those of the majority.

- The difference between a "neurotic," "queer" or mildly abnormal individual and an insane person is a matter of degree. Many people endure a more or less continuous conflict between reality and their private conceptions of reality. If as a result they are chronically unhappy, disturbed, uneasy or anxious, they are commonly called "neurotic." Still, the neurotic is, say, 80% adjusted, and most of the time his difficulties are not apparent to the majority of "normal" people. But there are also advanced neurotics who are, say, only 40% or 20% or 10% adjusted to reality. These people—the "insane," or psychotic—simply reject reality and retreat into their own fantasies.

- Man's educated, socially minded self—Freud's term was *superego*—is perpetually at war with the primitive, lustful, murderous animal—the *id*—which lurks in the unconscious. Freud found murder buried under seemingly companionable father-and-son relationships, incest ever

potentially present in the unconscious thoughts of children. The incestuous feelings he described with the general term *Oedipus complex*, after Oedipus, the character in Greek tragedy who killed his father and married his own mother.

- Dreams are skyrockets sent up by the unconscious. A dream is motivated by a conflict or problem, and the events of the dream represent an attempt by the unconscious to work out a solution. But dream images cannot be taken literally. They are symbols—a dream of water may symbolize a wish to return to the aquatic peace of the womb, or a dream of horses may represent an unfulfilled sexual urge. Freud worked out a whole vocabulary of such symbols.

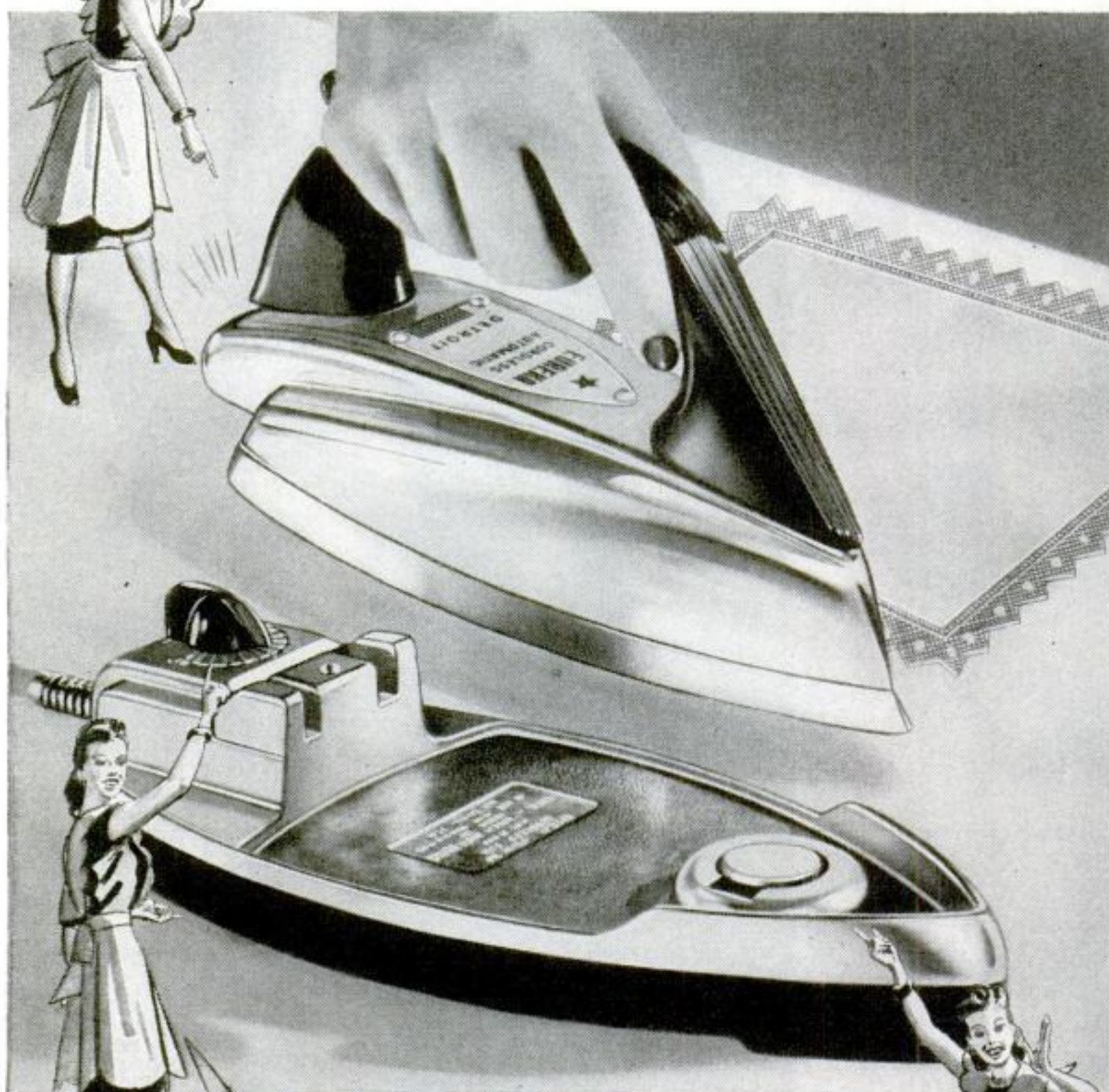
- Forgetfulness often is nothing of the sort. If you forget a name, it may mean that unconsciously you dislike or deprecate the person with that name. Similarly (according to Freud) if a husband keeps losing or forgetting the key to his home, it may mean that unconsciously he is unhappy there and doesn't want to return.

- Human personality at any given age is the sum total of all experience that the individual has had up to that time. Prior to Freud, psychologists tended to ignore childhood in the formation of personality. Today psychoanalysis is largely devoted to explaining adult unhappiness in terms of infantile experiences. Freud saw the development of personality in terms of conflict and interaction between three forces—*id*, *ego* and *superego*. In the simplest form this conflict might be described as follows:

1. The infant's basic animal desires—for eating, warmth, being fondled and so on—constitute the *id*. While gratifying some of the *id* desires, the parents thwart others—the desire to eat too much candy, for instance. Furthermore, gratification may carry its own punishment: a

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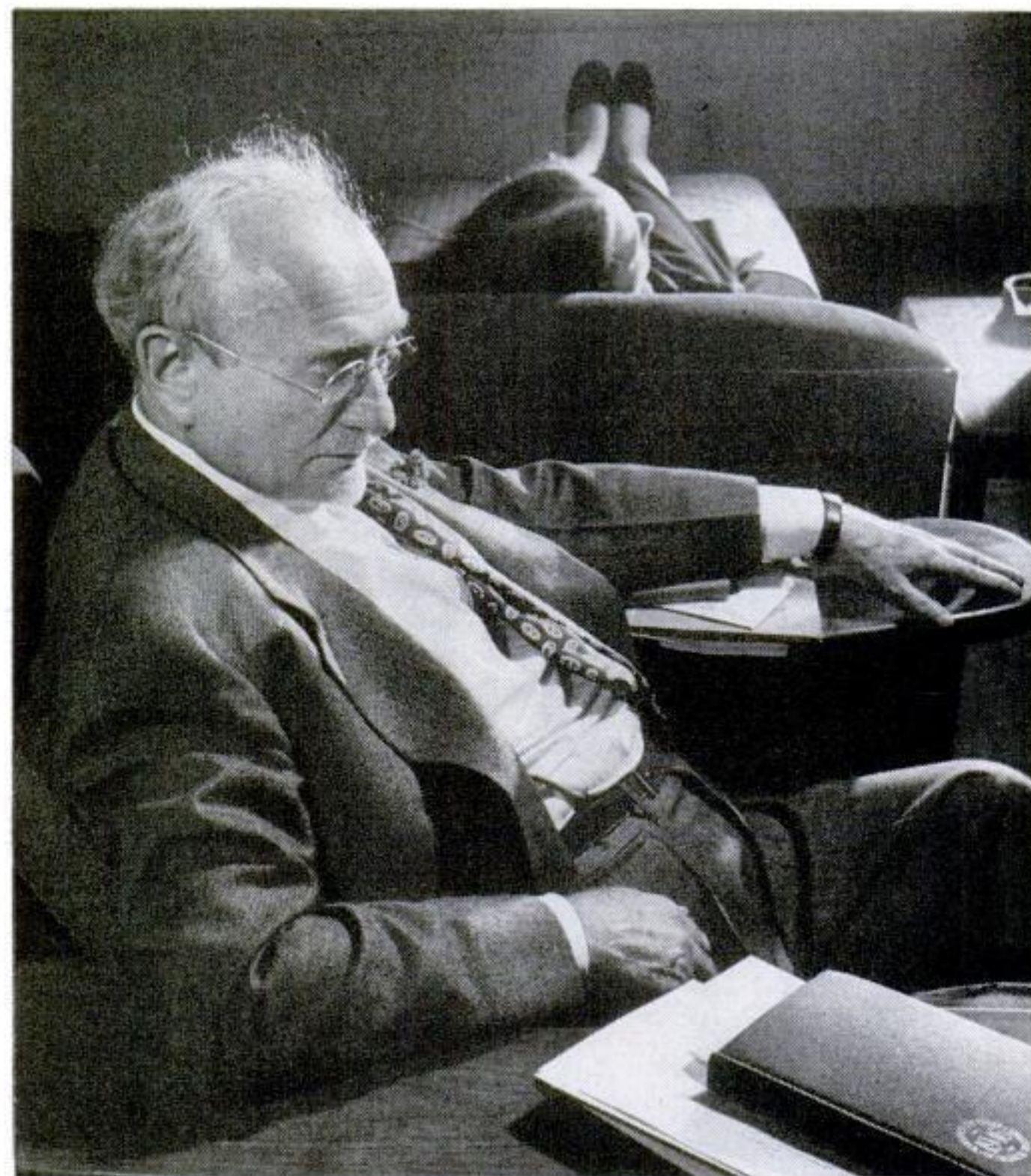
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THE PSYCHOANALYTIC COUCH is the amphitheater of neuroses. As patient (lying down in the background) rambles on in "free association," Dr. A. A. Brill, famed Freudian psychoanalyst, questions her, sifts out significant data.

PSYCHOANALYSIS CONTINUED

stomach-ache may follow candy-eating. Thus the child encounters conflict between his desires and reality.

2. As the child grows older there develops a sense of self, the ego. The child realizes that he is an individual and that in order to live at peace among other individuals he must make compromises. Thus his ego tries to control his id. But the id's needs still demand satisfaction. An internal conflict goes on, with the ego gaining strength as the child grows older and wiser.

3. Gradually the child learns to take not only a practical but a moral view of things. He absorbs the prevailing moral ideas of the adults around him; and stealing candy is punished not only by reprimand or spanking but also by twinges of his own conscience. This new element in himself is the superego. It comes into conflict with both the id and the ego. For example, the child wants candy, but not only is there someone around who will punish him if he takes it but he knows that he has already had as much candy as is good for him. Ego and superego therefore combine to frustrate the id and he goes without the candy. One result of the development of the ego and superego is that an individual may get anxiety and guilt feelings not simply from what he does but from thinking about what he might do or would like to do.

Freud thus maintained that in every neurosis some of the essential roots are in childhood. He also insisted that sexual maladjustments and frustrations invariably are to blame for them. Sexual impulses per se do not cause neurosis, in his opinion, but lead to trouble when they conflict with the taboos of the family and society. Repressed sexual desires lying in the unconscious are often reflected in a taste for obscene literature and pictures and may even lead to participation in anti-vice movements.

Few psychiatrists today would accept Freud's theories about sex *in toto*, and a number of his early followers have challenged him on this score. Alfred Adler broke away and founded a new analytic school because he believed that the sex drive was less important than what he considered the universal impulse to prove superiority. Carl Jung attempted to minimize the role of sex and also quarreled with the Freudian method because it did not sufficiently emphasize hereditary factors in the development of personality and because it failed to concentrate on the patient's specific, immediate problems. More recently Dr. Karen Horney, author of *Our Inner Conflicts*, *Self-Analysis* and *The Neurotic Personality of Our Time*, caused a stir in psychiatric circles by resigning from the New York Psychoanalytic Society to form her own splinter group. Horney believes that Freud paid too little attention to environmental and sociological forces, which she feels are important

CONTINUED ON PAGE 102



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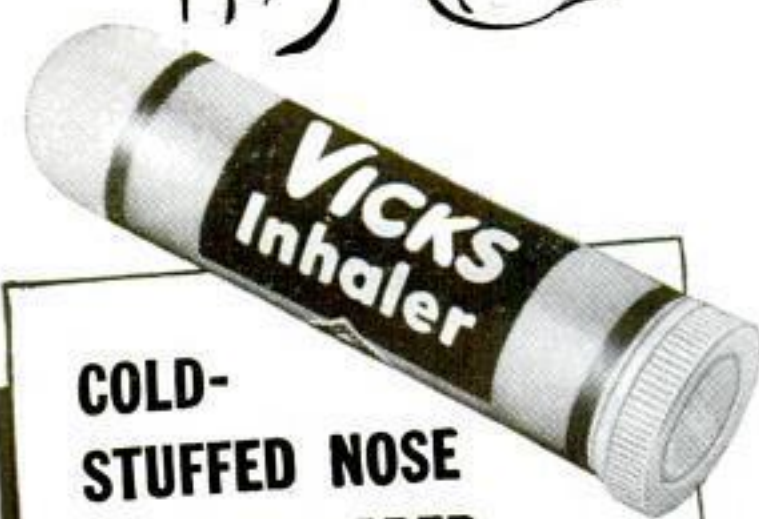
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USE AS OFTEN AS NEEDED



MOVIE VERSION of analysis is usually overdramatized, as in hypnosis scene from *The Seventh Veil*. Actually hypnosis is rarely used in modern therapy.

PSYCHOANALYSIS CONTINUED

causes of neuroses in adult life. However, these differences of viewpoint in the analytic conclaves could be matched in any branch of medicine, and they have done nothing to undermine the validity or usefulness of Freud's basic theories.

Somehow the legend has grown up that psychoanalysis is a pleasurable form of self-indulgence, and people speak casually of "my analysis" on the strength of two or three interviews with a psychiatrist or even a session with a vocational-guidance expert. In reality, genuine analysis is a long, tedious process which invariably is disagreeable and at times intensely painful. The essence of the process is to bring the patient to a recognition and evaluation of realities about himself, and these very often are none too pretty. "From moment to moment," one analyst comments, "the patient struggles with impulses to arrange and rearrange his words into pleasanter and more acceptable form—that is, into forms which are flattering to his own estimation of himself and to the impression he wants to make." It is the doctor's assignment to see through these deceptions and force the patient to face the unvarnished truth. This always creates a violent psychic turmoil, and during one phase of the analysis known as the "transference" the patient usually develops the most intense feelings toward the analyst—sometimes an almost infantile dependence but as often as not deep hostility.

Aside from the unpleasantness, analysis is long and expensive. The average full analysis lasts about 18 months but may stretch out to five years or even longer and generally consists of five one-hour sessions per week. The fee ranges anywhere from \$5 to \$50 an hour, with \$10 or \$15 perhaps the national average. These high rates are justified by the fact that a psychoanalyst's training begins where a doctor's ends—he needs four or five years of additional training.

No one who knows anything about the treatment applies for a full analysis lightly, and a reputable analyst will not take on a new patient without several preliminary interviews and tests to determine the chances for success. One thing he tries to discover is whether the patient will be able—no matter how cooperative he is—to master free association, as the patient's random talk is called. It takes most people a long time to learn to think out loud for a certain period each day; indeed, this is one of the main reasons why analysis is such a protracted business. Although not an invariable custom, in most cases the patient reclines on a couch facing away from the analyst. "The process of lying down," a doctor explains, "not only frees the patient from the usual restrictions common in everyday social interchanges, i.e., the restrictions arising from the other person's expressions and attitudes, but also enables the analyst to maintain the necessary impersonal distance from the patient."

The analyst will not attempt treatment of psychotic individuals or those who have drifted hopelessly away from reality, and will be very cautious about analyzing patients past 50 or thereabouts. This is partly because they have accumulated so much unconscious material that the job of digging it out by free association would be endless, partly because the older person is not apt to be

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IN CANADA IT'S 2 IN 1



CONTINUED ON PAGE 104

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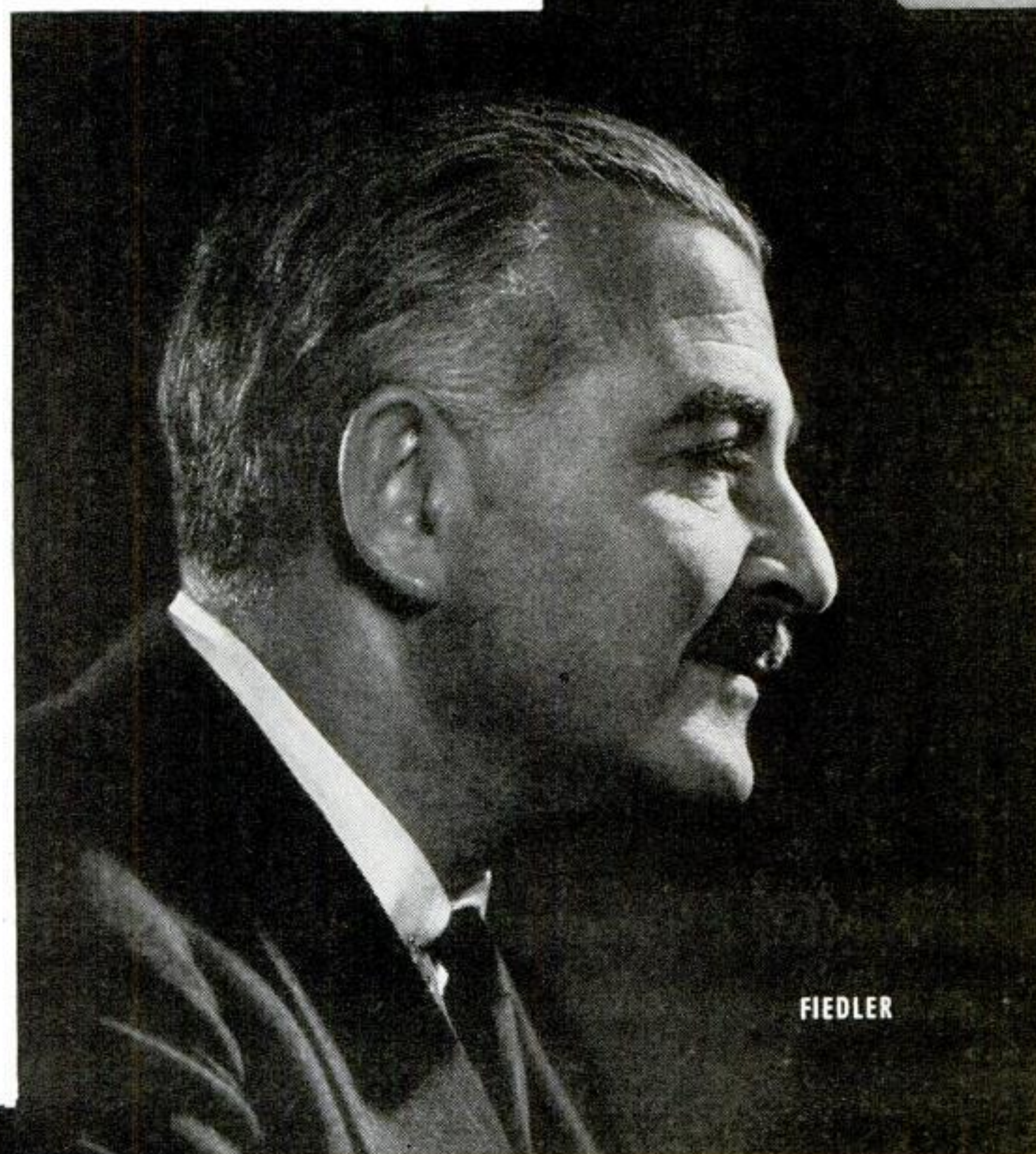
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SIGMUND FREUD stands on balcony of his house in Vienna where he lived for some 40 years, analyzed thousands, laid foundations of modern psychiatry.

PSYCHOANALYSIS CONTINUED

sufficiently flexible and open-minded to make the very revolutionary adjustments which the analysis often entails. Most patients are between 30 and 45, with 35 perhaps the most frequent single age, and males are said to outnumber females by about two to one, with the professions supplying a disproportionately high fraction.

There is no trustworthy breakdown of the types of neurotics most frequently encountered in analytic practice, but among the leading groups are middle-aged men and women oppressed by a sense of futility and searching for some meaning in their lives; men and women still in the grip of an Oedipus complex, and homosexuals of both sexes, usually persons who are unhappily married or involved in unsatisfactory heterosexual relationships. The neurotic in any category may have only subjective symptoms of despair, chronic fatigue and anxiety, suppressed rage or a feeling of rejection and persecution. Or he may exhibit outward symptoms such as alcoholism, phobias and compulsions, and particularly psychosomatic manifestations—physical disorders resulting from neurotic stress. Even the physicians most hostile to the tenets and practices of psychiatry now concede that a great many cases of peptic ulcer, "heart trouble," asthma, migraine, paralysis and other diseases resist all medical treatment but seem to clear up miraculously with psychiatric attention.

Whatever the neurosis or the symptoms, the patient usually is a dejected creature when he finally comes to the analyst. Before taking this step (on his own initiative or at the urging of relatives and friends or on the advice of his physician) he probably has tried to apply all sorts of external solutions to his problems. If his life situation makes it possible, he may change his job, divorce his wife, move to a different part of the country or whatnot, but in the end he discovers that he carries his troubles within himself and that he is merely beating the air by trying to project them onto outside circumstances or the people around him. Or he may make equally futile attempts to find some physical basis for his difficul-

CONTINUED ON PAGE 106



RIVAL SCHOOLS of psychiatric thought were founded by (left to right) Jung, Stekel, Adler, who could not accept all of Freud's psychosexual theories.

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STEREL is not a nose or throat spray. It kills germs in the air and on surfaces before they can get into nasal or throat passages. Yes, here is atomized death to one of man's greatest enemies—the cold germ. Yet STEREL is *safe* to use in the presence of adults, children and household pets.

STEREL is manufactured exclusively by AIROSOL, INC., Neodesha, Kansas, makers of the NIX Repellent "bomb" and the famous AIROSOL DDT Insecticide "bomb".

Costs only a few cents a day to keep your home
"hospital-pure" with pleasant, easy-to-use STEREL



TO CONTROL COLDs, SPRAY STEREL IN LIVING ROOM—BEDROOM—NURSERY—SICK-ROOM. Spray in shoes and on hosiery to reduce danger of infection or re-infection of feet from fungi responsible for "athlete's foot" and "ringworm".



USE STEREL IN KITCHEN. Spray refrigerator and food storage containers (when empty) to reduce danger of food contamination. Spray drainboard and garbage pails. IN BATHROOM: Spray shower stall, tub, lavatory and tile floor.



FINGERTIP CONTROL
Just press button on
top of automatic
atomizer.



\$2.95
AT LEADING DRUG,
DEPARTMENT AND
RETAIL STORES

ASK FOR STEREL IN THE WHITE AUTOMATIC ATOMIZER!

If you do not know the name of your Sterel retailer, write:

AIROSOL NATIONAL—Sales Division—Airosol, Inc.

8001 Clayton—St. Louis 17, Missouri

RETAILERS: Wire for wholesalers' names.



EVERVESS ... Yes, Yes!

- **Yes...Evervess is Bonded for quality!**

Bonded by a famous SURETY COMPANY to be as fine as any sparkling water at any price—or money back! Lots of long-lasting sparkle!

- **Yes...Evervess—a dime-size bottle for a nickel!**

12 full ounces—enough for 2 or 3 mixed drinks. Cheaper *per drink* than many so-called “economy” size bottles! Get a half dozen in the Evervess carrier today!

PROCESSED FOR PURITY BY ULTRAVIOLET RAY

The New Sparkling Water ... A Pepsi-Cola Product



OH! WHAT A WONDERFUL GIFT ... IT'S THE NEW

ENGER-KRESS

Gillfold

PURSE ON BACK HOLDS COINS AND KEYS.

The Beau-Knot

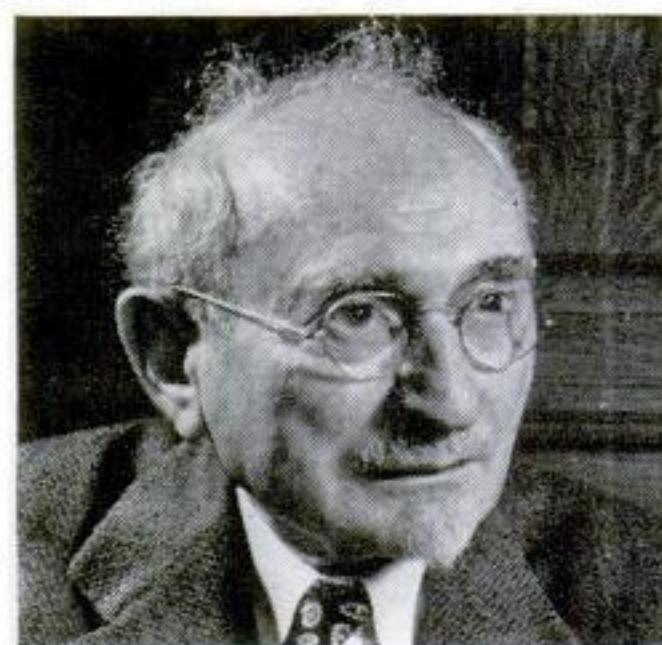
Here is distinction in gift-giving ...
exquisite styling with useful features ...
for her ... for you ... to enjoy daily ...
See it in rich black or red goatskin ...
or smart hazel pigskin ... at good dealers.

ENGER-KRESS

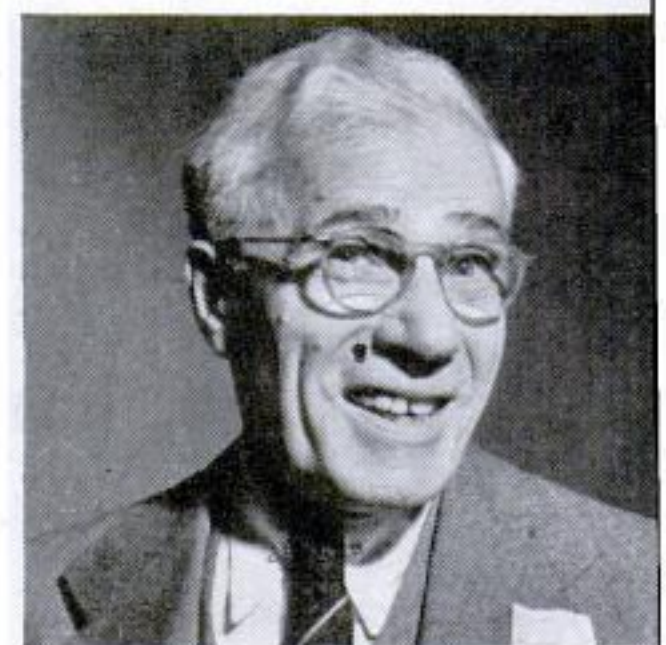
WEST BEND, WISCONSIN

The Mark of America's Smartest Leather Goods

SOME LEADING ANALYSTS



DR. A. A. BRILL, dean of analysts, translated Freud's works into English.



DR. ADOLPH STERN is president of the N.Y. Psychoanalytic Institute



DR. FRANZ ALEXANDER is an authority on psychosomatic medicine.



DR. KARL MENNINGER is head of Topeka's Menninger Foundation



DR. KAREN HORNEY stresses environmental rather than sex factors.



DR. GREGORY ZILBOORG analyzed Marshall Field, Ralph Ingersoll

PSYCHOANALYSIS CONTINUED

ties until he finally comes—or is driven—to the realization that they arise from the deep hidden springs of emotional maladjustment. This was the situation when the patient J.A.L. first presented himself for the analysis outlined in the following case history.

The case of J.A.L.

PARTLY because of his own misconceptions, partly because of the biases of his physician, J.A.L. had formed a lurid idea of the analytic process, and he approached his first interview in a state of trepidation, rage and embarrassment. Not knowing what to expect, he would not have been much surprised to find the analyst wearing the robes and peaked hat of the ancient court magicians or to encounter crystal balls and a stuffed crocodile in a dim, incense-laden place hung with purple velvet. As it was, the analyst's office was a good deal like any other doctor's office except perhaps for having more comfortable chairs than most and being located in such a way that it was virtually soundproof. Later J.A.L. noticed that he came in through one entrance and departed by another. Thus he never saw any other patient and likewise was unobserved himself.

The analyst turned out to be younger than J.A.L. anticipated. He was clean-shaven, wore a perfectly ordinary suit and looked a good deal like a junior vice president of a bank as he sat in a swivel chair at a large, flat-topped desk, flanked by a recording machine on one side and a brace of silenced telephones on the other. His manner was matter-of-fact. From time to time he unobtrusively penciled a note or two on a small pad or referred to a file which J.A.L.'s doctor had provided. He asked a few leading questions based on this report, then settled back to listen to J.A.L.

The patient didn't have much to say. In fact several preliminary

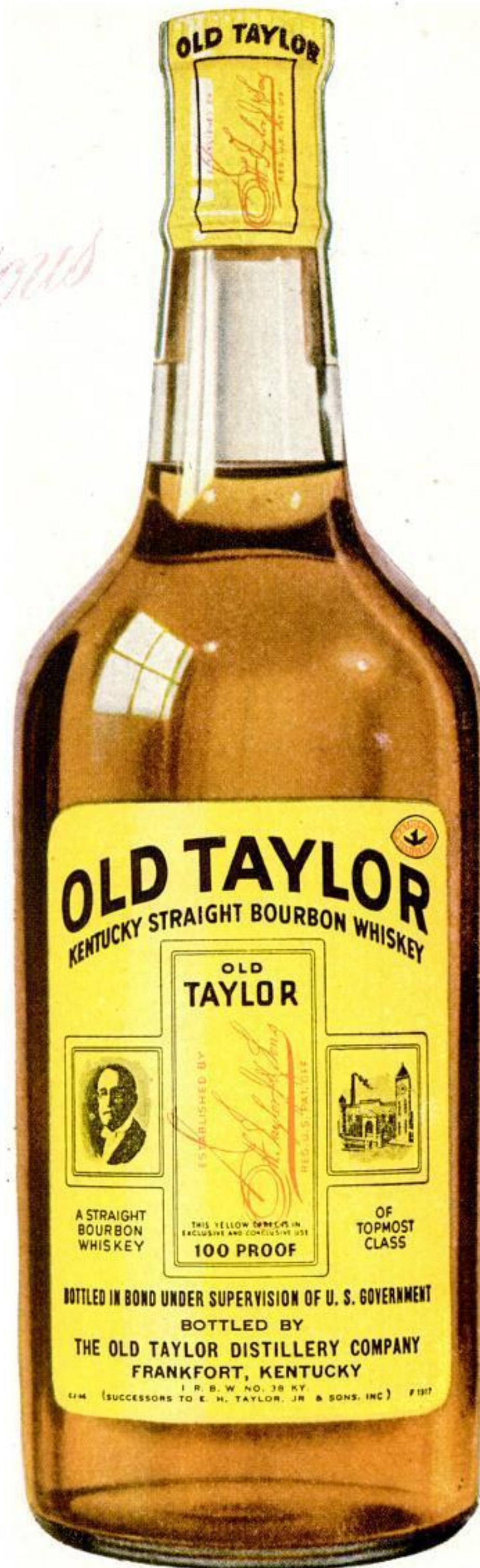
CONTINUED ON PAGE 10

Whenever OLD TAYLOR comes into your home, Old Kentucky moves in with it.

You'll savor it in the rich bouquet of this fine bourbon, in its cheery sparkle and good warm flavor—so reminiscent of Kentucky sun and golden fields and limestone pools lying cool and deep beneath the bluegrass.

It is from such things that OLD TAYLOR gets the qualities that make it rank among bourbons of topmost choice when bourbon lovers get together.

Signature, Sealed with Delicous



Of Topmost Choice

National Distillers Products Corporation, New York





JACK: "Good-looking tie, Larry. Must be silk."

LARRY: "No, pure nylon; made by Cheney."

MADGE: "Cheney! Why I thought they only made silk things!"

* * *

That's what a lot of people think, Madge. True enough, Cheney and Silk were synonymous for nearly a hundred years. But you'd be surprised what Cheney means *now*, in addition to silk.



For example, Cheney means parachutes of nylon. Because their skill in designing textile machines and in weaving processes were vital time-factors when war broke, Cheney became the world's largest producers of parachutes.



And Cheney means the finest in upholstery and drapery fabrics . . . magnificent examples of intricate weaving from designs of Cheney's own staff and from the four corners of the world. Fabrics woven from the newest forms of nylon, of rayon, of the finest cottons.

Cheney means men's ties of rayon, in nationally-popular designs, such as the famous Game Bird series. Cheney makes ties of lustrous, wrinkle-proof nylon; and of silk as well. Men's robes, too, of cool, colorfully printed fabrics of many types.

Even such a simple thing as wrapping tape (called Ribbonzene) is a Cheney product.



For years, Cheney has meant the luxury of velvet in deep regal colorings . . . long coveted by top designers for America's smartest women.

These are but a few of the many things that Cheney means to millions. Some bear the famous Cheney label. Many others owe their beauty and quality to the Cheney-woven fabric of which they are made.

Look to Cheney for the newest in today's and tomorrow's fine fabrics. For, as Master Weavers of silk and other familiar fibres through four generations, Cheney research and development in these as well as the newer man-made yarns bring you things to wear and things to live with of unexcelled beauty and quality.



CHENEY BROTHERS

Manufacturers of fabrics of exceptional quality since 18
SILK • NYLON • RAYON • WOOL • COTTON • LINEN • MOHAIR



350 FIFTH AVENUE, NEW YORK 1, NEW YORK
MILLS AT MANCHESTER, CONNECTICUT
Also at Manchester, Conn., a subsidiary . . . Pioneer Parachute Company



EMERGES as the child learns that obeying instinctive urges, such as playing with trash in wastebasket, usually brings unpleasant parental reaction.

PSYCHOANALYSIS CONTINUED

...ions were required before he could even give a reasonably clear account of why he was seeing the analyst—an act which for some time continued to have rather shameful connotations to the patient. More than once he was on the point of telling the analyst that the whole thing was a mistake, that he was going away and coming back. And on the surface J.A.L. was a most unlikely patient. A successful construction engineer in his middle thirties, he was happily married, had one child and was highly regarded in the community. He had a fine education and took a leading part in many social, cultural and political activities.

What, then, was the matter? Why, simply that J.A.L. found it impossible to go above the second story in any building or to be at night outdoors without suffering the most alarming symptoms. Several years before, he first began to experience great uneasiness sometimes mounting to terror—when starting a new construction job or when driving across bridges or going up in tall buildings. He would become "shaky all over," break out in perspiration, experience shortness of breath and palpitations, making him fear that he was developing heart trouble, of which his father had died. His anxiety extended to the use of sharp instruments, including table silver, and he had suicidal visions of stabbing himself or jumping out of windows.

The neurotic symptoms

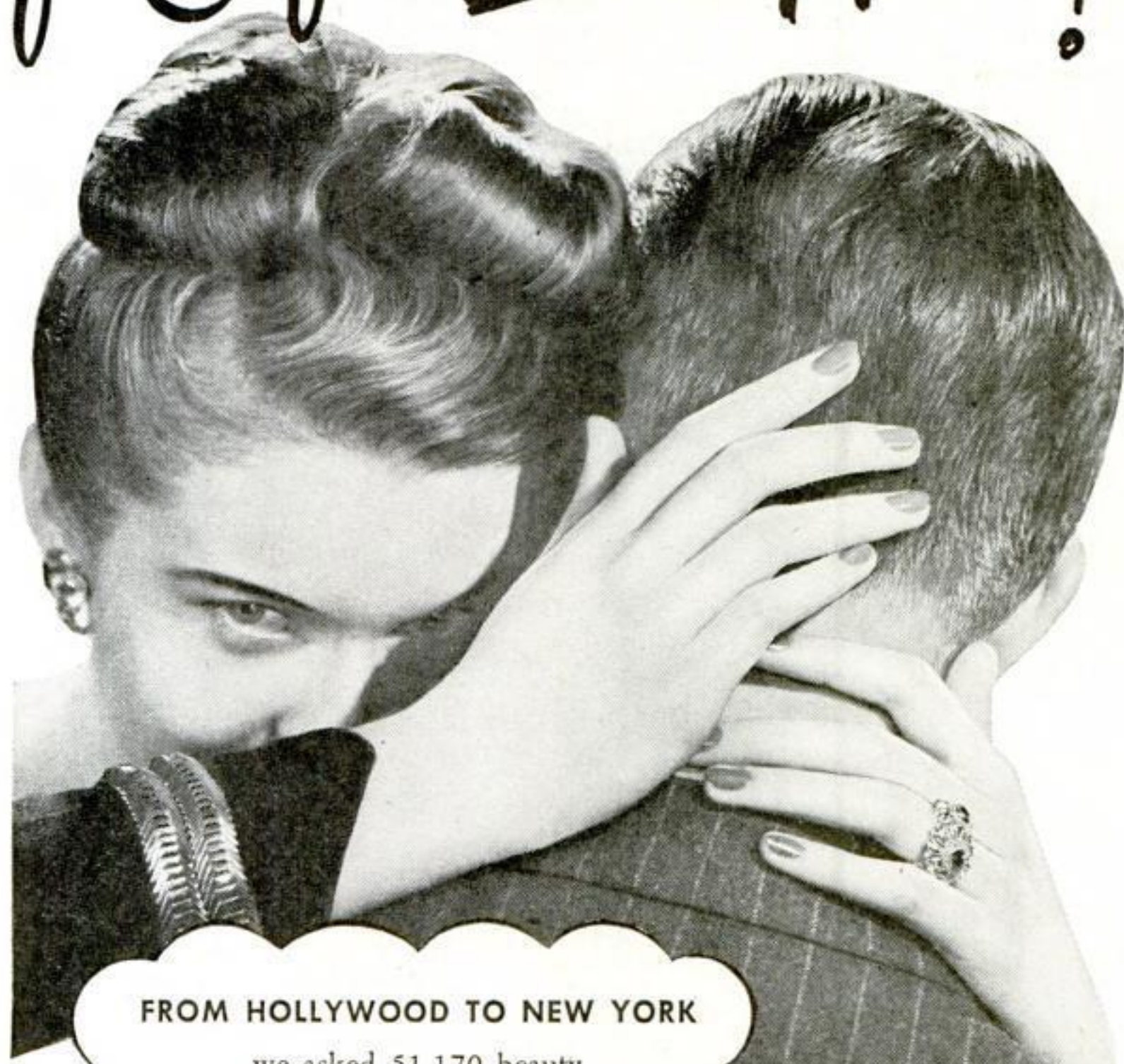
AFTER two years of trying to suppress and hide these anxieties, J.A.L. sank into a state of chronic depression and commenced all sorts of subterfuges to avoid troublesome situations. He begged for jobs which would involve high buildings or construction work in high places, made up excuses not to attend business meetings, never managed to have appointments in restaurants, lobbies and similar places. All this was most difficult, of course. He avoided saying anything to his wife about the state of affairs, but his family life was being seriously affected. For one thing, he was moody and irritable most of the time, the more so because of an acute sense of shame. Finally, J.A.L. reluctantly admitted, there had developed a serious disturbance in his sexual relations with his wife. The details of J.A.L.'s life were confided only with the greatest difficulty, although the analyst seemed to regard them as no more shocking than the details of a patient's report.

And had he done anything about the situation? J.A.L. was asked. The analyst listened to a recital of years of fruitless doctoring—retarded electrocardiograms, X-rays of all parts of the body, gastrointestinal explorations and other luxurious probings, all negative. The analyst inwardly cursed the doctor for not having recognized immediately that J.A.L.'s symptoms were of emotional and not physical origin. Brought for psychiatric treatment in the beginning, he probably could have been straightened out in a few months, whereas now the analyst foresaw a full analysis extending over several years. The man's façade was still intact but his internal structure was on the verge of collapse.

The analyst studied his patient closely. In some few cases neu-

CONTINUED ON NEXT PAGE

Beauty Experts Tell Secret for Softer, Lovelier Hands!



FROM HOLLYWOOD TO NEW YORK

we asked 51,170 beauty experts "What's best for hands?"

The vote was **CREAM... 3 to 1.**
And their favorite cream by far...
beauty-rich SOFSKIN!

Take This Beauty Tip from the Experts

For extra loveliness... for more romantic appeal... give your hands this care that beauty experts recommend:
Massage with SOFSKIN!

You'll thrill to the wonderful improvement that comes after your very first Sofskin beauty treatment.



SEE how much whiter, younger your hands look!



FEEL how much softer, smoother they are. Not greasy... not sticky!

HERE'S THE SECRET: Sofskin's special Mollescent Action works right into surface skin where it *conditions* and *beautifies*. Try it! Get Sofskin today at drug and cosmetic counters.

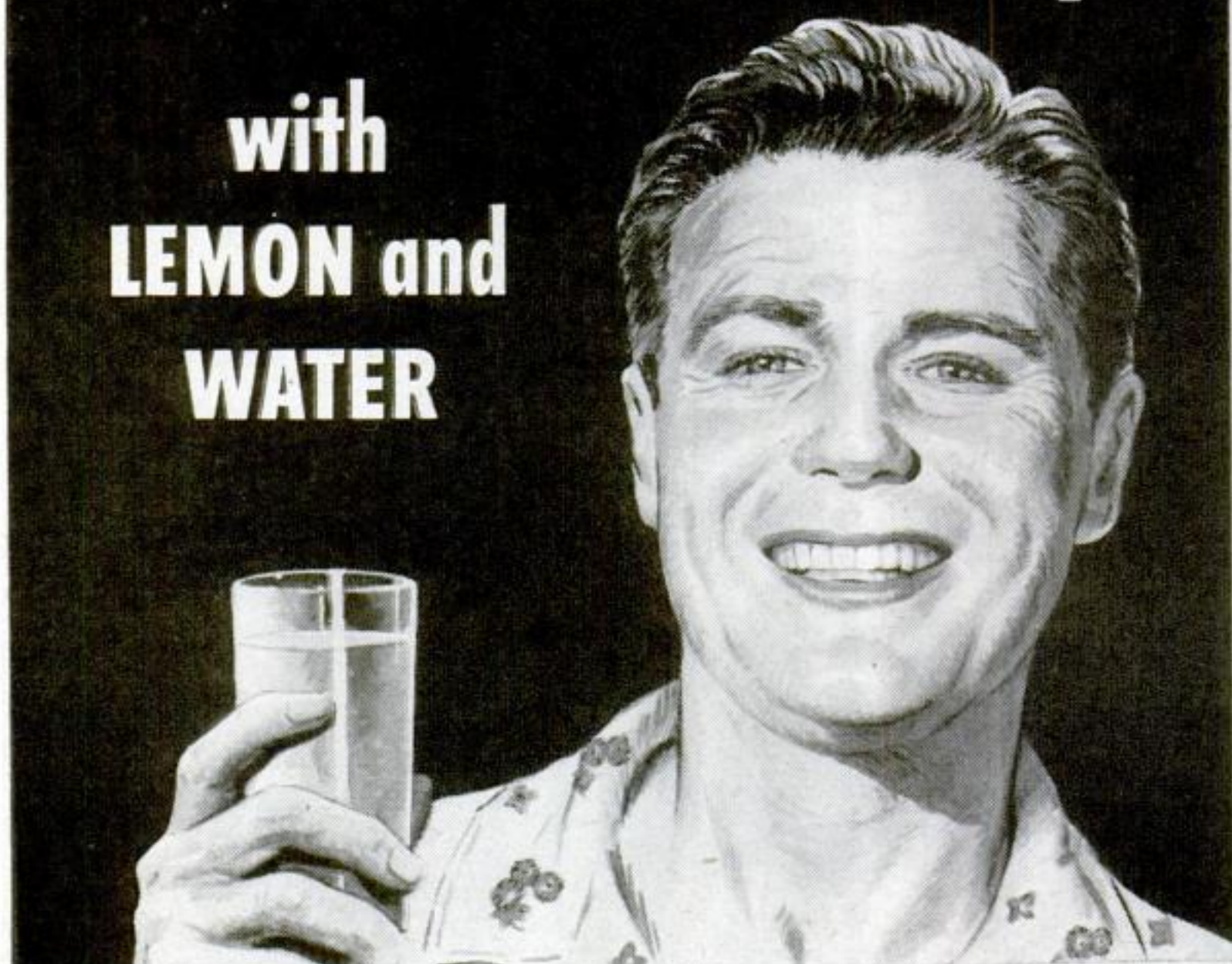


No matter what hand cream or lotion you've ever tried, just wait until you use

Sofskin!
CREME
for lovelier hands and skin

Keep regular the healthful way

with
**LEMON and
WATER**



Most people find that the juice of a lemon in a glass of water—when taken daily *first thing on arising*—insures prompt *normal* elimination day after day. Not a purgative, lemon and water helps the system *regulate itself*.

Lemon and water has other positive health values.

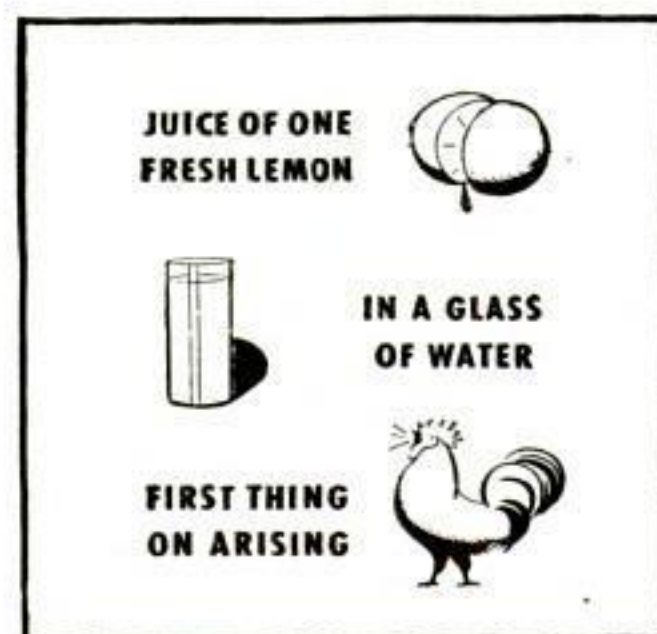
**Lemons alkalinize
aid digestion
supply vitamins**

Lemons are an excellent source of vitamin C; supply valuable amounts of B₁ and P. *Surveys show that over 12,000,000 now take lemons for health.*

Keep regular the healthful way!

Lemon and water helps the system function *normally*. It gives best results when taken every day. Give it time to prove its value and establish

regularity for you. Not sharp or sour, lemon and water has just enough tang to be refreshing—clears the mouth—wakes you up. Take it every morning—*first thing on arising*. Try it 10 days—see if you don't benefit.



LEMON and WATER first thing daily

California Sunkist Lemons

FIGHT COLDS with LEMON & SODA



First day, drink a glass of lemon and soda every 2 or 3 hours. Take a hot lemonade to induce perspiration when you go to bed. Continue with lemon and soda 3 or 4 times a day while cold lasts.

Lemon and soda forms natural *sodium citrate*. Gives all vitamins of lemons, plus *increased alkalinity*.

To make lemon and soda: juice of 1 fresh lemon in a half glass of water; add—slowly—half teaspoon baking soda (bicarbonate). Drink as foaming quiets.

PSYCHOANALYSIS CONTINUED

rotic manifestations of this kind might be initiated by a specific episode or some unbearable external situation. But J.A.L. reported no traumatic event, no sadistic boss, unfaithful wife, problem child; no menacing or frustrating circumstances. So it would be the past—probably the very distant past—which would give the solution.

But the analyst did not attempt to turn J.A.L.'s thoughts backward. He encouraged him to allow them to move freely between the past and present. For weeks and months J.A.L. floundered in a bewildering maze of unrelated recollections, seemingly too trivial to mention, even though they held the analyst's close attention. Sometimes bored, often resentful, J.A.L. groped and struggled. As time went on and long-forgotten episodes began to emerge, he had frequent lapses of memory, found that he was tongue-tied, missed appointments, became offended by questions, flew in rages, made wild accusations, reproached the analyst for "not doing anything." It seemed to him, presently, that the analyst himself was to blame for his troubles, and he told him so. This for some unaccountable reason the analyst seemed to find encouraging. Later J.A.L. was to learn that his struggle arose out of the terrific resistance which he was putting up unconsciously against bringing deeply buried memories to light for his own scrutiny, say nothing of revealing them to the analyst.

One thing which baffled J.A.L. was the analyst's insistence that he recall not merely events and people in the past, but the way he had felt about them. How could anyone do that? J.A.L. protested. And what was the point of it anyway? He was not much reconciled by the explanation that it is not enough merely to remember things. Therapeutic results depend upon reliving the emotions which had originally attended these forgotten experiences. What seems world-shaking to a child can be quite unimportant to an adult, but if a disturbing emotional experience of childhood is not assimilated and viewed in proper perspective, it may distort the adult's emotional life and help to produce neurosis. "Reliving these emotions in analysis makes it possible to revalue them."

How the neurosis developed

THE analyst sometimes used chance remarks of the patient as levers to pry out material. Once, for example, J.A.L. remarked that his son was about to take a school examination and added that he hoped he wouldn't be sick. "Why should he get sick?" the analyst questioned. "Oh, no reason, I don't know why I said that," J.A.L. answered. "But you must have meant something," the analyst persisted. "Why do you associate examinations with sickness?" Slowly, over the course of several sessions, J.A.L. revealed that in spite of great success in college he had been subject to a vague general feeling of anxiety much of the time and to rather intense anxieties whenever examinations or athletic contests were impending. Even when preparing for routine quizzes which he knew he could pass easily he was apt to develop indigestion, and several times he had become violently ill. This led him to worry a good deal about his health, although it was, in fact, perfect.

But such revelations obtained by chance were rare, and it was a lengthy task to make J.A.L. "relive" the past. He claimed, for instance, that he couldn't even remember what the members of his family looked like, much less how they had behaved toward him and toward one another or how he had reacted. He again began to have lapses and periods of resistance and at one point announced that he was breaking off the analysis, actually staying away for several weeks and returning only when his symptoms (which had been subsiding) broke out again with their old vigor. It was a slow labor of months to piece together a coherent story of the early background of his illness:

J.A.L. had been one of four children, with two sisters and one brother. The father was a gentle, amiable, vacillating sort who worried over the boys, while a domineering mother gave all her attention to the girls. Toward husband and sons she had a belittling attitude and never displayed any affection at all for J.A.L. So he developed on the one hand an abiding resentment against his mother and on the other an envy of his sisters, especially the elder, who was the recipient of most of the mother's affection. In early fantasies, J.A.L. often imagined himself a girl and thus a suitable candidate for his mother's love. He also built up an unusual rapport with the elder sister, with strong incestuous fantasies. Eventually he married her best friend. And by so doing he was actually marrying a sister-substitute. His unconscious purpose was to change places with the sister and thus at last to win his mother's love.

Prodded further, J.A.L. remembered that the onset of his symptoms seemed to be linked in time with the sudden death of the si-

CONTINUED ON PAGE



"My 'silent partner' is the railroad"

"I'm in the real estate and insurance business. Everyone knows how important good railroad service is to real estate values, of course; but railroads are important to my insurance business, too!"

"Sound railroads help provide sound investments—and America's insurance companies are large investors in railway bonds. So the more policies I sell, the more people there are with a stake in the railroads."

Yes, the holders of millions of life insurance policies are especially interested in railroads because about one-fourth of all outstanding railroad bonds are owned by insurance companies.

Depositors in savings banks are interested, too, for these banks are also large owners of railroad securities. And, in addition, about a million individuals are direct investors in railroad securities.

The ability of the railroads to earn enough to pay interest on their bonds, and dividends on their stock, affects the welfare of the great mass of thrifty people everywhere. The railroads are home-town partners of every business—but in a special sense, they are partners of those who are providing for the future through insurance policies, savings accounts, and careful investment.

ASSOCIATION OF **AMERICAN RAILROADS** WASHINGTON 6, D. C.



IN PARTNERSHIP WITH ALL AMERICA

"Me for CRUSH"



Filtered carbonated water... juice of tree-ripened Valencia Oranges, flavor of orange peel, citric acid from lemon juice, sugar syrup... that's Orange-CRUSH!

Orange-Crush

T. M. REG. U. S. PAT. OFF.

CARBONATED BEVERAGE

Flavor Sealed in the Brown Bottle



The sugar house stands right among the Vermont maple trees so the maple sugar can be made from freshly gathered sap.

Taste this real maple sugar flavor

The flavor of real maple sugar is a heart-warming and unforgettable treat. And that's the flavor we give you in Vermont Maid Syrup!

First, we choose maple sugar with unusually full flavor. Then we blend it with cane sugar and other sugars. This makes the maple flavor *uniformly* rich and delicious.

You get the same satisfying enjoyment of real maple sugar flavor *every time* you pour our Vermont Maid Syrup on your pancakes or waffles.

Penick & Ford, Ltd., Inc.,
Burlington, Vermont



Vermont Maid Syrup

The Gourmet's Delight



U-ALL-NO

Richardson's

AFTER DINNER

MINT

Pure CANE Sugar plus
Natural MINT for Flavor



Thos. D. Richardson Co., Philadelphia 34, U.S.A.

PSYCHOANALYSIS CONTINUED

ter in an automobile accident. At any rate, they did not become disruptive until after this. He also revealed that he experienced first dread of high places while standing with his wife on top of a bluff admiring a favorite view. Painfully he dug up the memory that at the time he had felt a sudden urge to push her over the edge; a moment later, this desire was superseded by an impulse to throw himself over instead. This episode, the analyst carefully noted, occurred after the death of the sister.

And so finally the picture became clear. The early fantasy of being a girl J.A.L. could not consciously admit. But it was there nevertheless, and he unconsciously tried to compensate for it with a great display of masculinity, always having to prove that he really was a man. It was because failure on an exam meant weakness which he associated with femininity—that he felt such excessive anxiety over examinations in college.

J.A.L. of course did not realize consciously that he had tried to marry his sister through marrying her best friend. But his sister's death destroyed the reason for the marriage and released a violent hostility toward his wife. When he stood with her on the bluff the day his impulse was to push her down the cliff—an impulse so shocking to his moral nature that it was at once transformed into an urge to jump down himself. This was the beginning of his fear of high places, later elaborated into multiple phobias about knives and forks and suicidal methods.

With the understanding and evaluation of the material from the past, assisted by the analyst's interpretation, J.A.L. not only was cured in the limited sense that he no longer was bothered by his symptoms, but actually commenced a new life, "freed from the tyranny of the past," in the phrase of the analyst. For example, his relationship with his wife was established on a rational basis for the first time when he came to realize that his imagined hatred of her had no justification in fact, and that he simply had been using her as a target of his stored-up mother resentments, plus the superimposed masculine-feminine conflict. Seeing her now as a person in her own right instead of as a neurotic figment, he discovered that he actually loved her a great deal, and the marriage thereafter was far more satisfactory on both sides than it ever had been before. A similar improvement was noted in his work, in his general relationships and in his ability to enjoy life. He became, in short, a normally happy man.

Not all analyses terminate with such clear-cut success, and the nature of the case a cure in psychoanalysis is hard to define except on the basis of the patient's own emotions and integration. Therefore analysts hesitate to make estimates of the percentage of patients cured, but it is safe to say that the happiness and efficiency of the great majority is substantially increased, apart from the removal of neurotic symptoms.

But the importance of psychoanalysis lies not in the ranks of grateful patients. It is, rather, in the unique discoveries and observations about the nature of man which have been made in the course of using the technique. These discoveries already have profoundly influenced human knowledge. Analytic lore conceivably can see so far down into lay consciousness that future generations of parents may rear generations of neurosis-free children by avoiding the mistakes that plant the origins of neurotic trends. If so, there is some hope that the madness of the world will begin to decline.



PSYCHOANALYSIS PROVIDES INSPIRATION
FOR MUCH CARTOON HUMOR

Zorina—17 jewels, 10K gold-filled—\$52.50*



Lael—21 jewels, 14K gold—\$135.00*

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For you alone

Clearly a signal message—heart-to-heart—the giving of this cherished watch. A tribute of enduring loveliness—commencing, your jeweler will tell you, with Waltham *beauty within*. The blending of our newest precision skills with the Waltham tradition of finest handcraftsmanship. Together they achieve new heights in modern fine watch design. Men's and women's models to light up beloved eyes. No fewer than 17 jewels in any Waltham model. From \$42.50.* As with all precious gifts, let your jeweler be your trusted adviser.

*All prices include Federal tax.

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FIRST AMERICAN WATCH

Cynthia—17 jewels, 14K gold—\$71.50*



BEAUTIFUL WALTHAM WATCHES HAVE BEEN MADE IN WALTHAM, MASSACHUSETTS, BY AMERICAN CRAFTSMEN FOR 97 YEARS.

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either, more refreshing than either. Its flavor
is *hearty* but never *heavy*! Pedigreed grapes
are especially cultivated for this only wine
of its kind in the world. Virginia Dare
is available in red or white wine.
You'll probably want *both* when you see
how little they cost.

Garrett and Company, Inc., New York



SAY IT AGAIN...

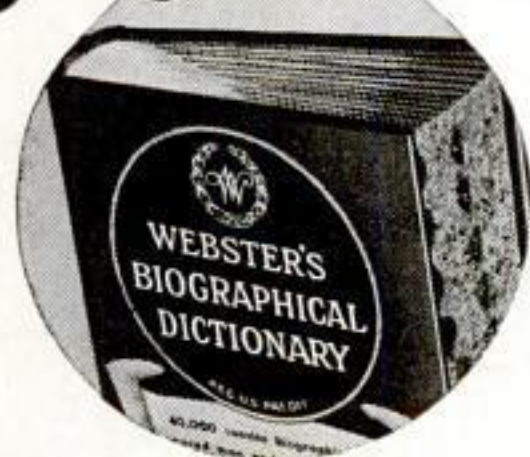
VIRGINIA DARE

AMERICAN RED OR WHITE
WINE



1847 A Century of Publishing 1947
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The Merriam-Webster Book of Biographies



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WEBSTER'S BIOGRAPHICAL DICTIONARY contains more than 40,000 concise biographies, with pronunciation of names and all essential facts. Includes scientists, statesmen, explorers, writers, painters, actors, radio personalities, eminent figures from every other field. Prepared by the expert staff of Webster's New International Dictionary, Second Edition. Valuable to writers, speakers, readers. 1,736 pages, thumb index. \$7.50. At your bookdealer or order direct from the publishers.

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TEETHING PAINS RELIEVED QUICKLY



WHEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.

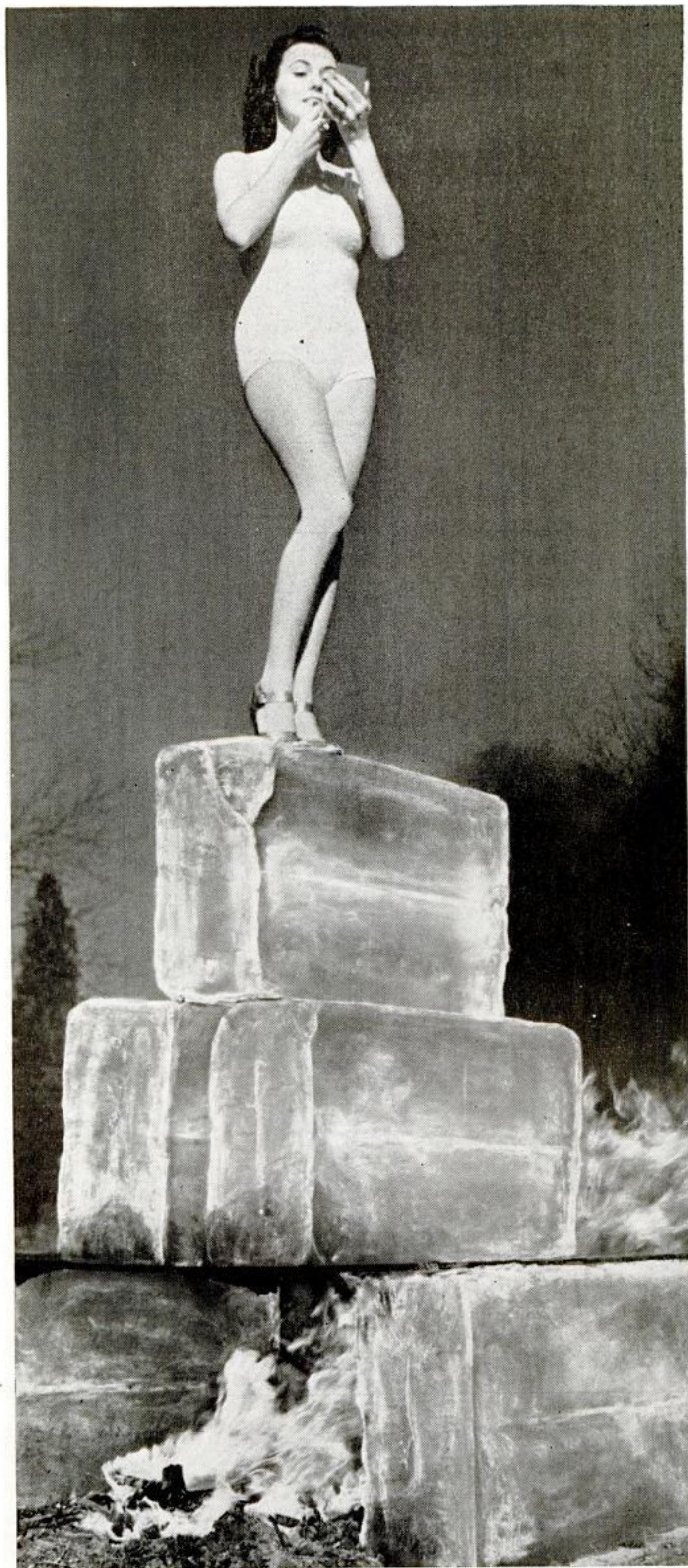
Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period. Buy it from your druggist today

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TEETHING LOTION**
Just rub it on the gums

THE BLADE WITH THE MONEY BACK GUARANTEE



**Marlin
BLADES**
America's Big Shaving Buy
DOUBLE OR
SINGLE EDGE
12 for 25¢



WHAT IS SHE SELLING?

Classic publicity photograph baffles readers

Ever since Anna Held's milk bath, press agents have gone to wild extremes to get pretty girls into pictures with their client's products. One of the most farfetched efforts of all time is the photograph above. First printed in 1938, it appeared in thousands of newspapers and became such a classic that its happy sponsors have recently reissued it. Fascinated citizens have even made a game of trying to identify the product it advertises. Guesses usually range from cigarets and bathing suits to lipstick and shoes. The answer, here shown being tested by fire, 600 pounds of ice and 120 pounds of female, is a sheet of glass. Proud parent of the stunt is the Libbey-Owens-Ford Glass Company.

New Charm for your Smile

with the triple-action
tooth powder



1. BRIGHTENS TEETH!

And cleans 'em clean. Five cleansing and polishing ingredients make Calox a whiz at bringing out all the natural brilliance of your teeth.



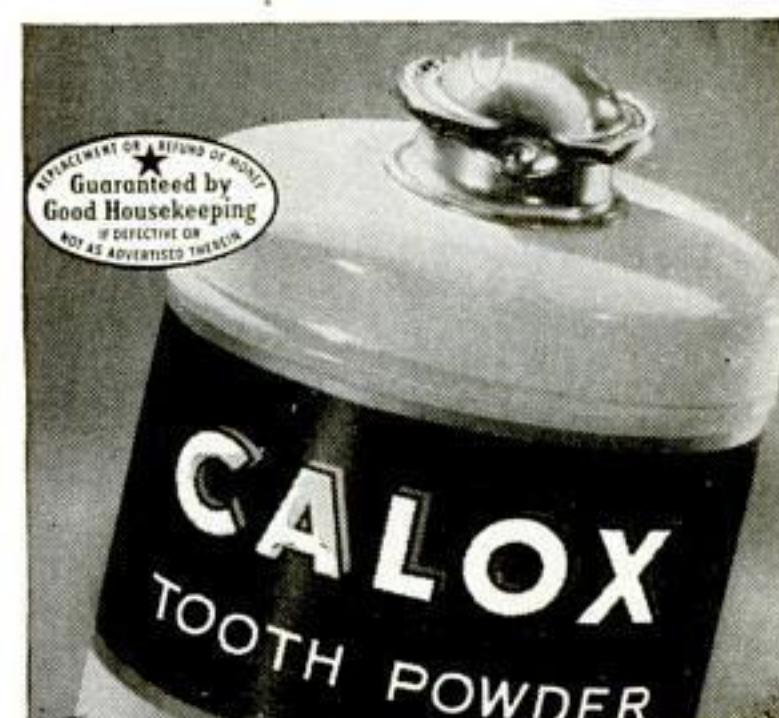
2. FRESHENS MOUTH!

You'll love the tingly fresh-as-a-breeze taste of mint-flavored Calox. It tastes so wonderful ...and leaves you feeling wonderful.



3. SWEETENS BREATH!

Romance-minded? Important secret of every attractive girl is her breath-less beauty. Calox gives you extra protection against bad breath originating in the mouth. Try Calox today!

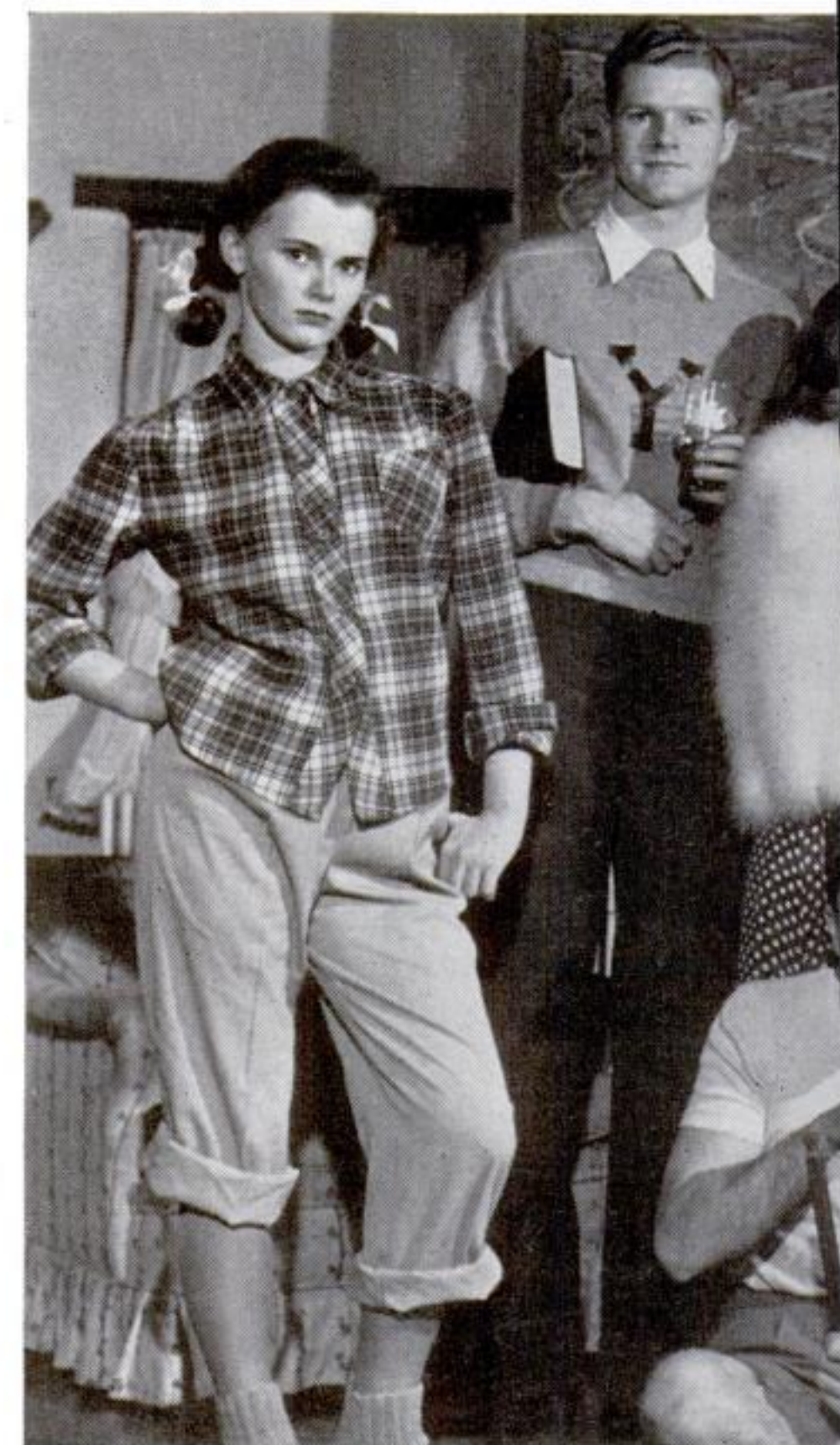


made by McKesson & Robbins with
114 years of pharmaceutical know-how



THE PARTY (left to right) consisted of Richard Simon, Patricia Neal, Donald Murphy, Susan Douglas, Thomas

Beck. Patricia Kirkland. Seventh member was 17-year-old Bethel Leslie, who left early for school in New York.



IN THIS POSE THEY LAMPOON THE POLITICIAN'S FAMILY

Life Goes on and on

Broadway's best starlets have fun

Actors are supposed to have a much better time acting than doing anything else. Even when they are not working, they find great fun in behaving as if the world were really all a stage. A couple of Sundays ago, Patricia Kirkland, heroine of the hit *Years Ago* (LIFE, Jan. 6), had half a dozen youthful Broadway friends down at her father's farm in Springtown, Pa. They went walking and sledding (see cover). But they enjoyed themselves most when they were back at acting and, since LIFE's Photographer Nina Leen was around, they mimicked the

THE ACTORS PARODY TYPICAL NIGHTCLUB POSES



MURPHY AND NEAL DO THE SHOW-OFFS, SQUEALING, "HELLO, DARLING," AT FRIENDS



SIMON AND DOUGLAS ARE THE COY LOVERS WHO FEED EACH OTHER PUBLICLY



LY GROUPED FOR A HOMEY CAMPAIGN PHOTOGRAPH

Actors' Weekend

idding conventional camera poses

ontemporary photograph—the politician's homey family shot (*above*), the frightfully gay nightclub photo (*below*), the cover girl (*see p. 121*).

Pat's guests included some of the most promising and attractive young Broadway actors and actresses. Patricia Neal is a lead in *Another Part of the Forest* (LIFE, Dec. 9); Susan Douglas is rehearsing for a new play, *Heartsong*; Bethel Leslie is in Pat's play *Years Ago*, as is Richard Simon. The other two boys, Thomas Beck and Donald Murphy, have both had leading parts on Broadway during past season.



PIANO SHOT, inspired by famous Bacall-Truman picture, is acted by Pat Kirkland looking soulful and Tom

Beck looking aghast. Pat's father is Jack Kirkland, playwright of *Tobacco Road*. Her mother is Nancy Carroll.



BECK, KIRKLAND WEAR COMMON EXPRESSION OF GAY YOUNG SOPHISTICATES

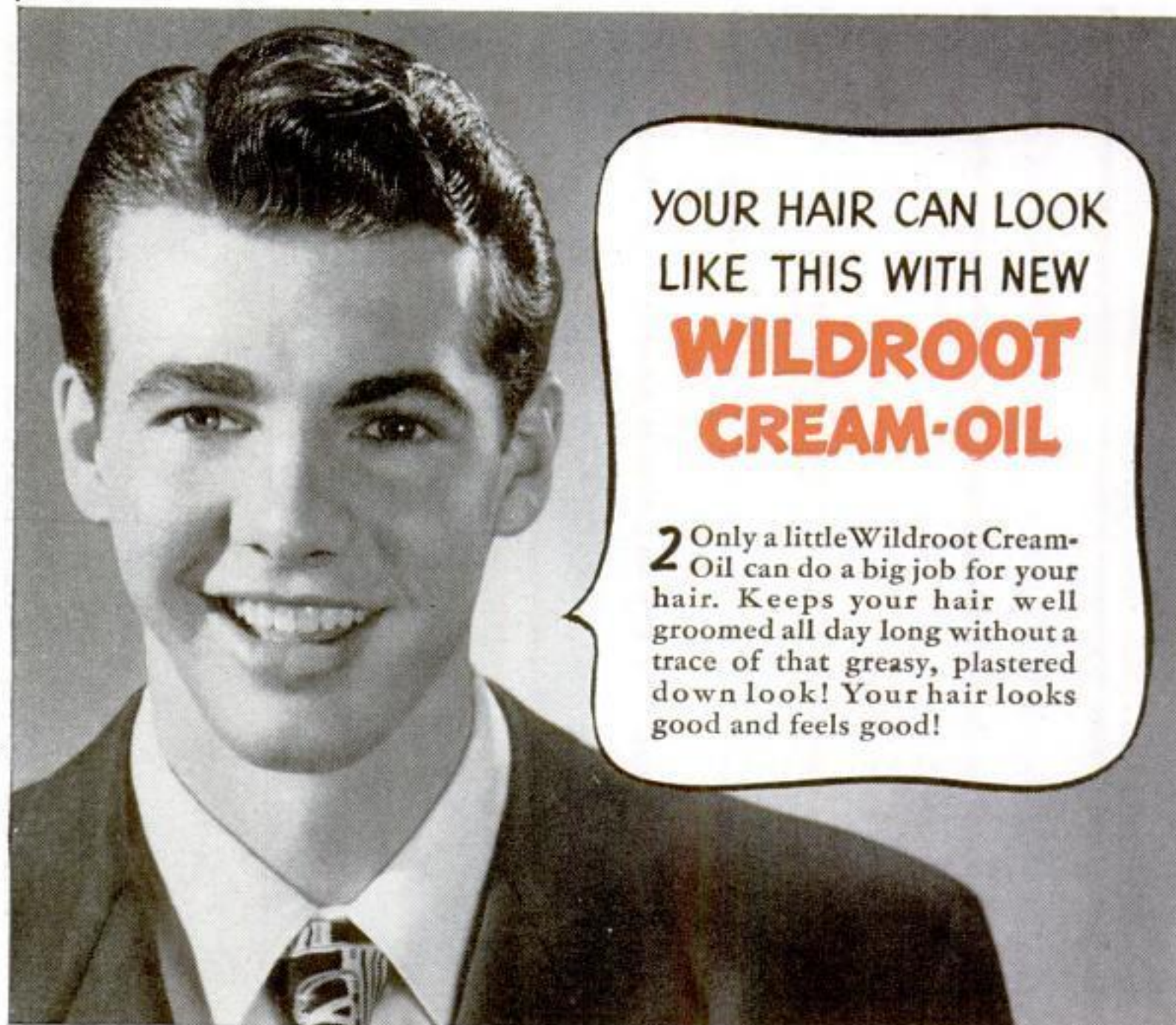


LESLIE DEMONSTRATES THE CAMERA HOG WHO CLEVERLY HIDES HER ESCORT, SIMON



CAN YOUR SCALP
PASS THE
**"Finger Nail
(F-N) Test?"**

1 It's F-N, the test for men! Scratch your head and see if the famous F-N test reveals signs of dryness or loose, ugly dandruff. If so, you need new Wildroot Cream-Oil Formula. Grooms, relieves dryness, removes loose dandruff! Buy the large size for greater economy.



YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
**WILDROOT
CREAM-OIL**

2 Only a little Wildroot Cream-Oil can do a big job for your hair. Keeps your hair well groomed all day long without a trace of that greasy, plastered down look! Your hair looks good and feels good!

NON-ALCOHOLIC
CONTAINS
LANOLIN!
GROOMS THE HAIR
RELIEVES DRYNESS
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LANOLIN is an oil resembling the natural oil of the human skin! No wonder 4 out of 5 users in a nationwide test preferred Wildroot Cream-Oil to other hair tonics. Get it today from your barber or drug counter.

IMPORTANT: Smart women use Wildroot Cream-Oil for quick grooming, and to relieve dryness. Also excellent for training children's hair!



TUNE IN . . . TWO NETWORK SHOWS! "The Adventures of Sam Spade" Sunday evenings, CBS Network; "King Cole Trio Time" Saturday afternoons, NBC Network.



A LOVE SCENE in the Hollywood manner is acted in the snow by Susan Douglas and Donald Murphy, as if all they needed was their love to keep them warm.



LOVE MELTS THE SNOW, according to this photographic evidence. Working hard for this gag, Murphy removed the snow with a shovel and boiling water.

CONTINUED ON PAGE



There's Always Warmth and Cheer —
*Where There's **WURLITZER** MUSIC*



Musical Fun for Everyone

Whether you are out in the cold or just lonely for the sound of voices and the cheer of good fellowship, you will find a friendly welcome wherever there's Wurlitzer Music.

Look in and you will see happy faces. Go in and join the fun. You will learn that there's nothing like the magic of Wurlitzer Music to thaw you out, to provide restful relaxation or to foster fellowship and conversation. It's that magic that has made it Musical Fun for Everyone. The Rudolph Wurlitzer Company, North Tonawanda, New York. ★★ ★ See Phonograph Section of Classified Telephone Directory for names of Wurlitzer Dealers.

The Sign of the Musical Note identifies places where you can have fun playing a Wurlitzer.



THE NAME THAT MEANS *Music* TO MILLIONS

The Music of Wurlitzer pianos, accordions and commercial phonographs is heard "round the world." Wurlitzer, America's largest manufacturer of pianos all produced under one name... also America's largest, best-known manufacturer of juke boxes and accordions, now has in production a great new electronic organ.



Gentle

In horses, men or whiskies, gentleness comes of good breeding. White Horse is bred in Scotland. Every drop of it holds the water of Scotland's burns, the faint hint of Scotland's peat, the quality of Scotland's barley . . . for White Horse is fastidiously blended of the proudest *Scotch* whiskies from historic *Scotch* distilleries. Mellow and well-mannered, *it stands alone.*

A print of the above painting (without advertising, suitable for framing) mailed on receipt of 10¢, or set of 6 in this series for 50¢. Browne-Vintners Co., Inc., 500 Fifth Ave., New York 18, Dept. L2.



86.8 Proof. Browne-Vintners Co., Inc., New York, N. Y., Sole Distributors



COVER GIRL is supposed to be parody, but Patricia Neal is such a beauty that parody somehow gets lost. A 21-year-old Tennessee girl, now in her first Broadway role, Pat is hailed as outstanding young dramatic find of the season.



GLAMOROUS DEBUTANTE is dolled up in a marabou bed jacket and a flower-shaped candlestick. This is pretty Bethel Leslie, who though a full-fledged actress is still a student at Brearley, noted New York school for girls.

New!

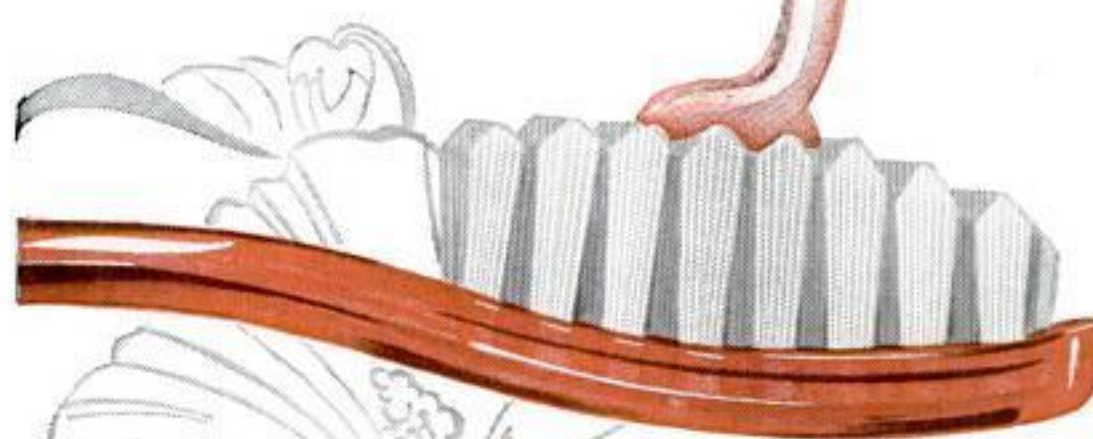
A BRAND NEW DENTIFRICE DISCOVERY

BY THE MAKERS OF DR. WEST'S MIRACLE-TUFT TOOTHBRUSH

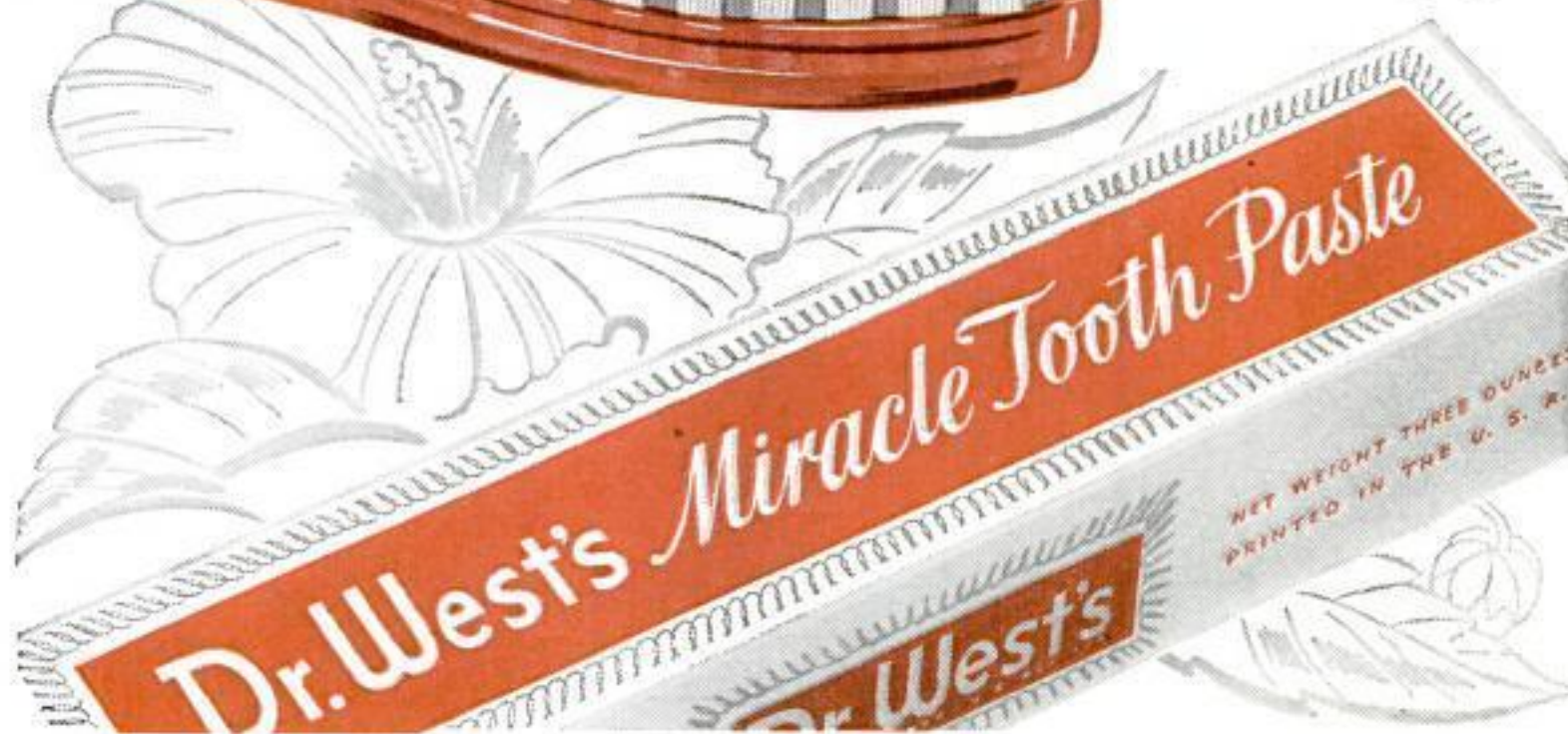
● It's an entirely new idea—a product that lives up to its "Miracle" name. It offers, in a new-formula paste base, two polishing ingredients and an amazing liquid cleanser just made available—a cleanser with remarkable powers. Pleasing flavor. Try it!



Dr. West's Miracle Tooth Paste



50¢



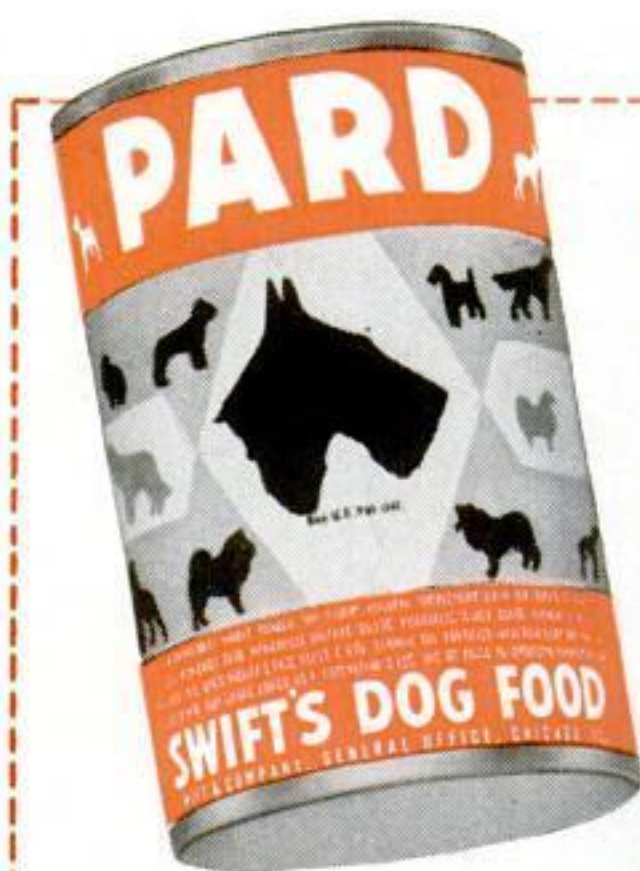
Pard made a pard of my dog ...



SWIFT MAKES PARD rich in nutrients dogs need

● There's nothing like Pard to bring out the best in your dog. For here's a food rich in meat proteins—high in nutritional value. A dog treat that will add sparkle to his eyes, zip to his play.

Pard's nutritionally correct formula is the result of extensive feeding studies in Swift's own great laboratories—and when you feed Pard, no additional meat is ever needed. Try Pard today!



ASK YOUR VETERINARIAN how proper feeding can help prevent many common dog ailments. Consult him regularly—he's your dog's friend.



MISCELLANY

"I COULD DRAW



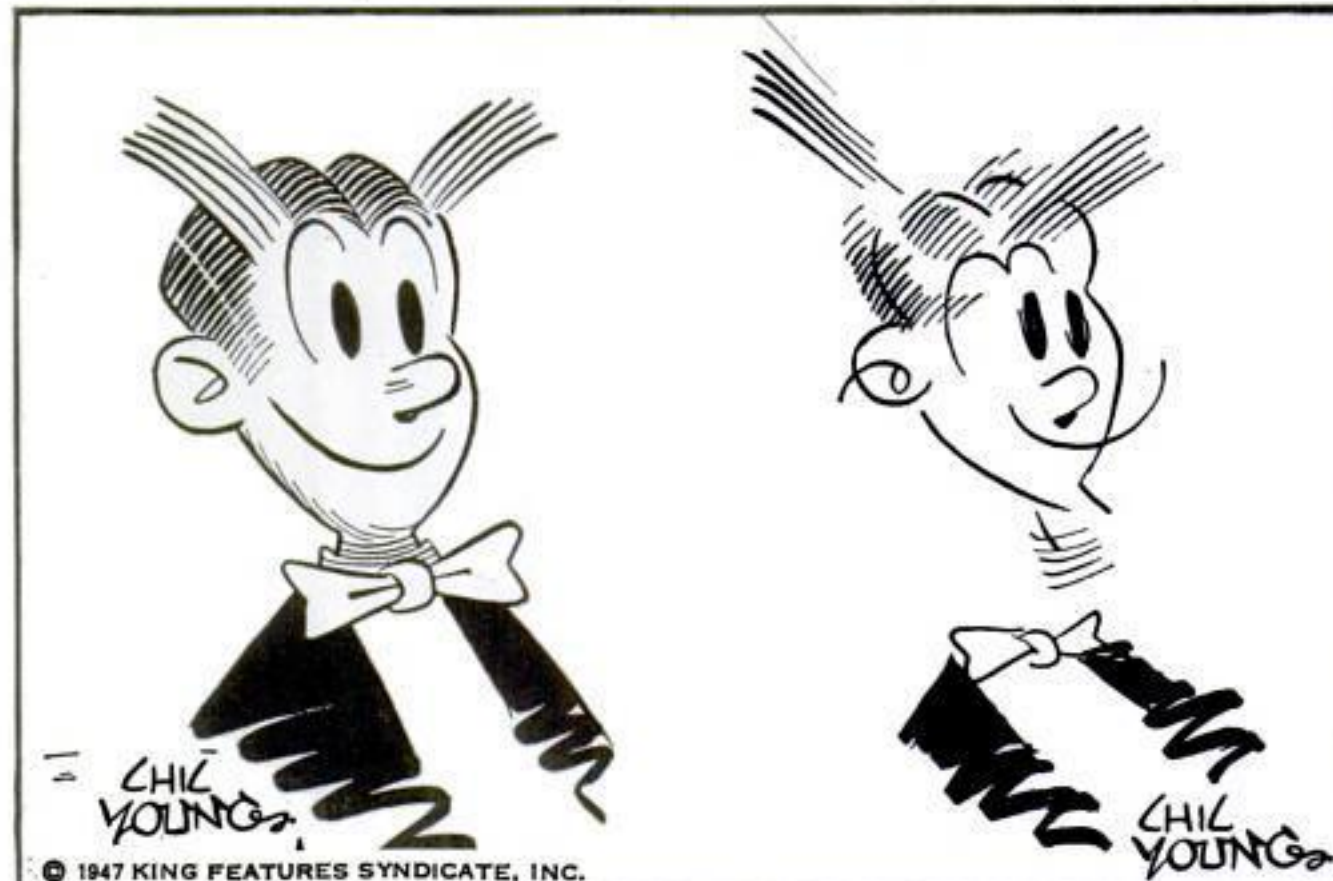
WITH EYES BOUND, CARTOONIST GRAFF DRAWS OWN COMIC HERO (P. 1)



SKEEZIX, main character of *Gasoline Alley*, was first drawn by Frank King with eyes open (left). Then he closed them and produced the mess at right.



DIXIE DUGAN in Cartoonist John Striebel's blindfold version is almost a caricature of herself. The soulful eyes and the full lips emerge oddly lopsided.

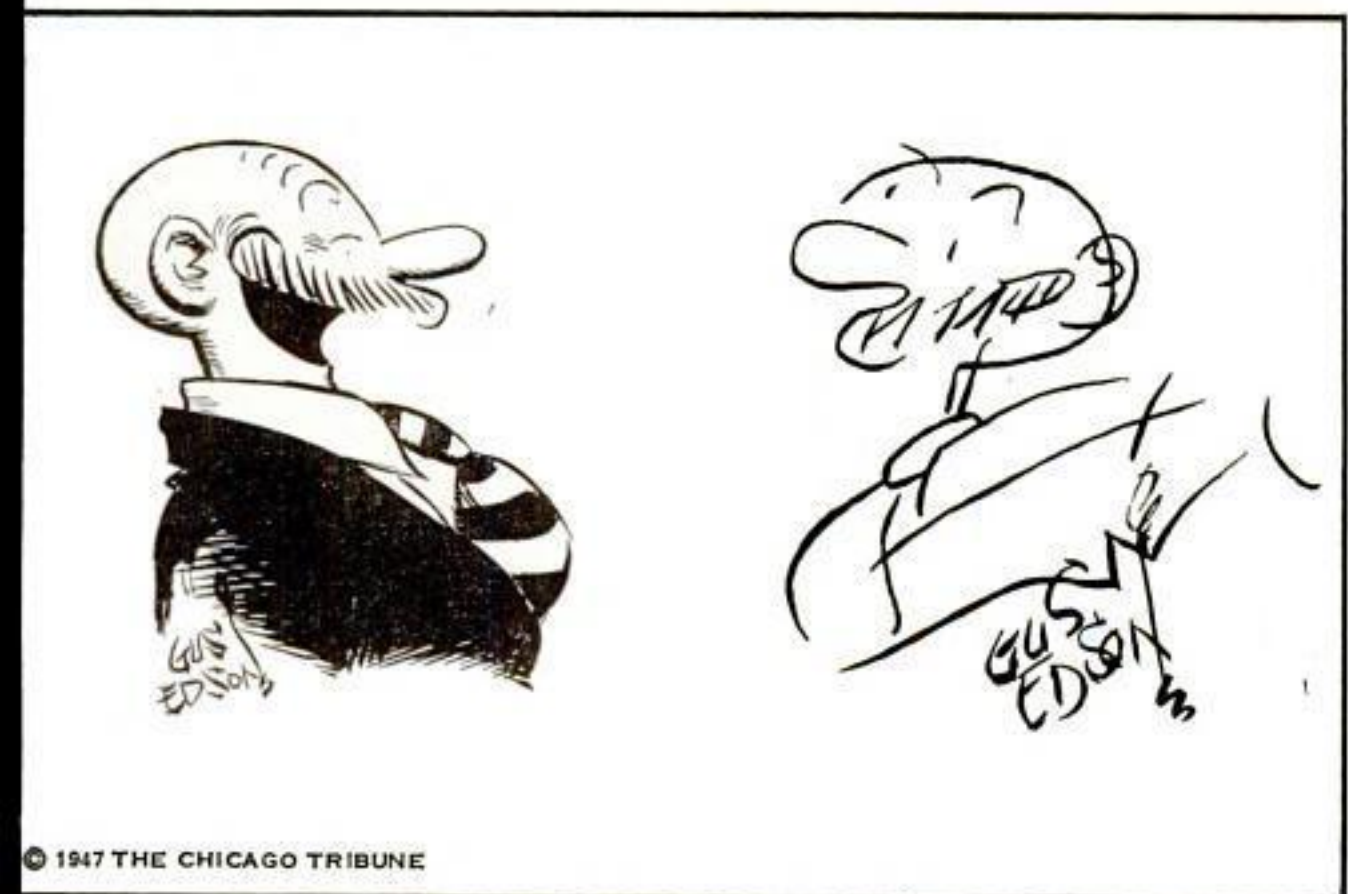


DAGWOOD'S HEAD, a familiar sight in *Blondie* comic strip, floats airily off into space in blindfold version, but Dagwood is still quite recognizable.

T WITH MY EYES SHUT"

familiar boast is put to test by famous cartoonists

The stock question most often put to top U.S. cartoonists by gurgling admirers is, "How do you manage to draw your characters looking the same day after day?" The stock answer always points out that years of practice make exact reproduction automatic. Generally the artist winds up with the breezy claim that he can draw any of his principal characters with his eyes closed. To test this statement a cartoonist named Mel Graff, who draws *Secret Agent X-9*, recently asked a group of his fellow artists to prove their claims. Confidently they closed their eyes and sat down to draw. What they got up with, shown at right in panels on these and the following page, left the artists discouraged, convinced that the hand may be quicker than the eye but is less certain.



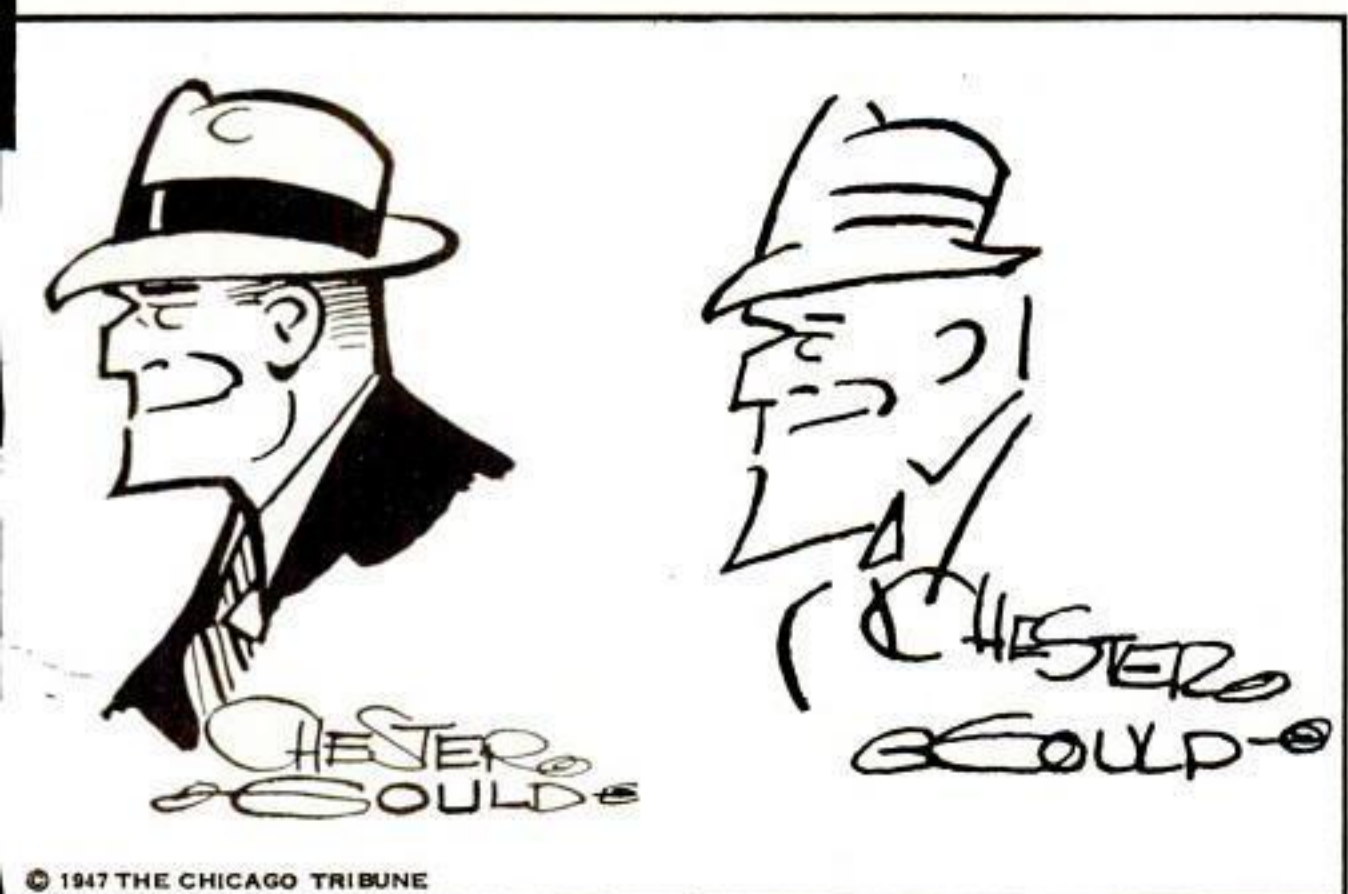
© 1947 THE CHICAGO TRIBUNE

ANDY GUMP, drawn by Gus Edson since death of Creator Sidney Smith, loses nearly all resemblance to original (left). Mustache winds up in left ear.



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RANDY, heroine of *Johnny Hazard* comic strip, becomes gun moll. Artist Frank Robbins said experiment would create wave of aspirants for his job.



© 1947 THE CHICAGO TRIBUNE

DICK TRACY, Chester Gould's hard-faced detective hero, even in a blindfold drawing looks as roughhewn—and as intelligent—as a slab of granite.

CONTINUED ON NEXT PAGE

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PHILIP MORRIS!

CLEAN, FRESH, PURE
America's
FINEST Cigarette!

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Whether she is 17 or 70... whether she is your daughter, wife, mother, or "the one-and-only"... wire a beautiful bouquet of fresh flowers or a corsage to tell her she is your Valentine.

Valentine Flowers by wire are so inexpensive too. A glorious \$5.00 bouquet can be sent from St. Paul (including cost of wire) to Pittsburgh for \$5.63... to Brooklyn for \$5.76... to Los Angeles for \$5.90... to Quebec for \$5.77. Overseas orders also handled.

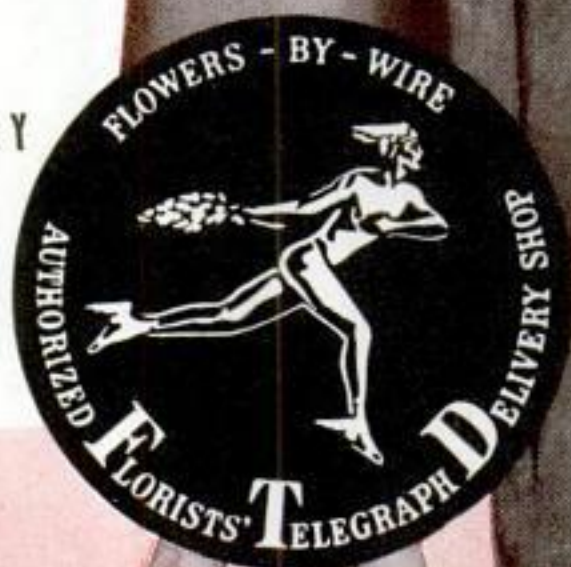
Simply give your order to any F.T.D. florist in the U. S. or Canada and your flowers will be delivered within a few hours. Every F.T.D. florist is bonded. Wherever you see the Winged Mercury Seal on the window... you can be sure of guaranteed satisfaction.

Send your Valentine Flowers by wire. Do the same for birthdays, holidays, anniversaries, for business...

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Cartoonists CONTINUED



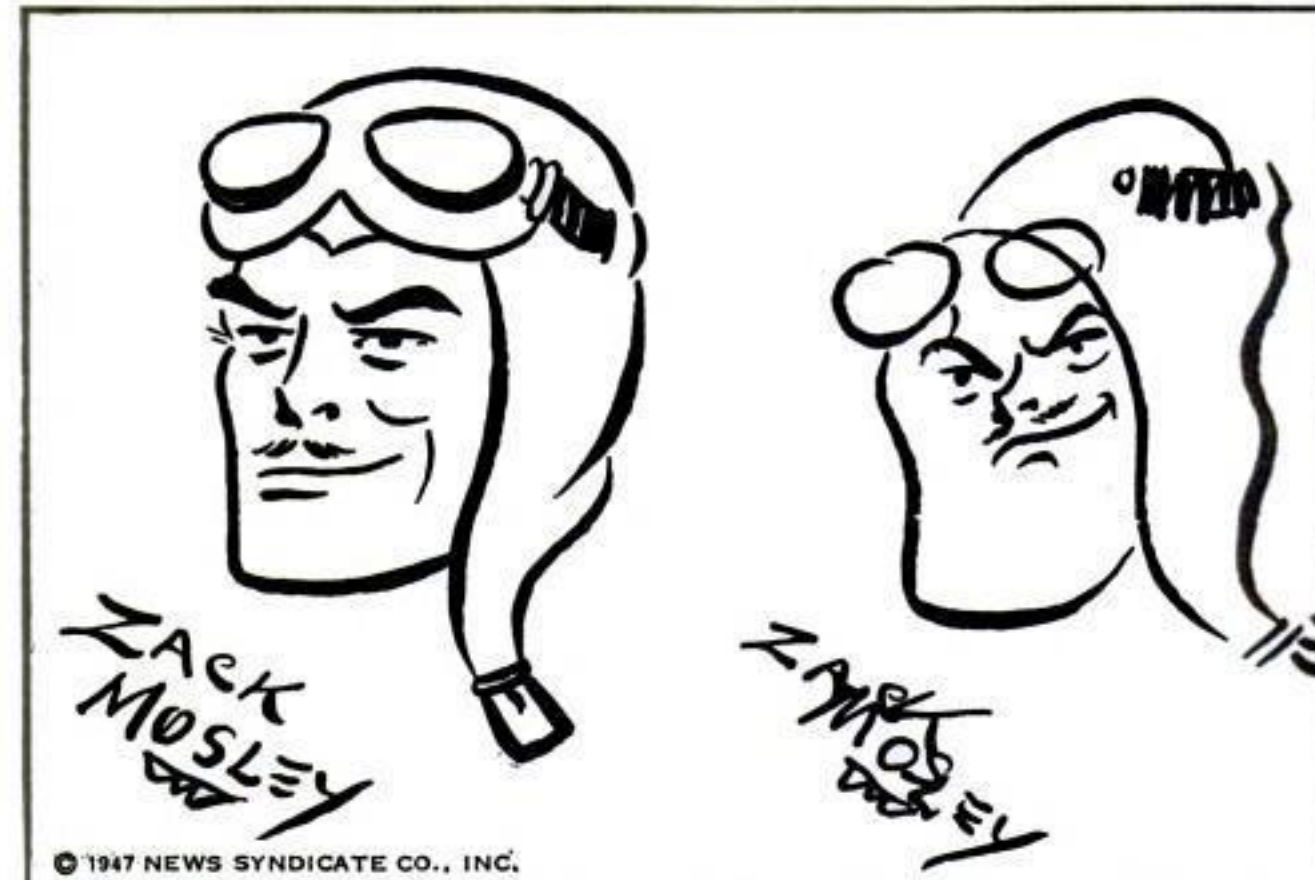
© 1947 NEA SERVICE, INC.

MAJOR HOOPLE'S famous fez is still recognizable but his mustache yawed violently to port and his left ear now sprouts from the back of his head.



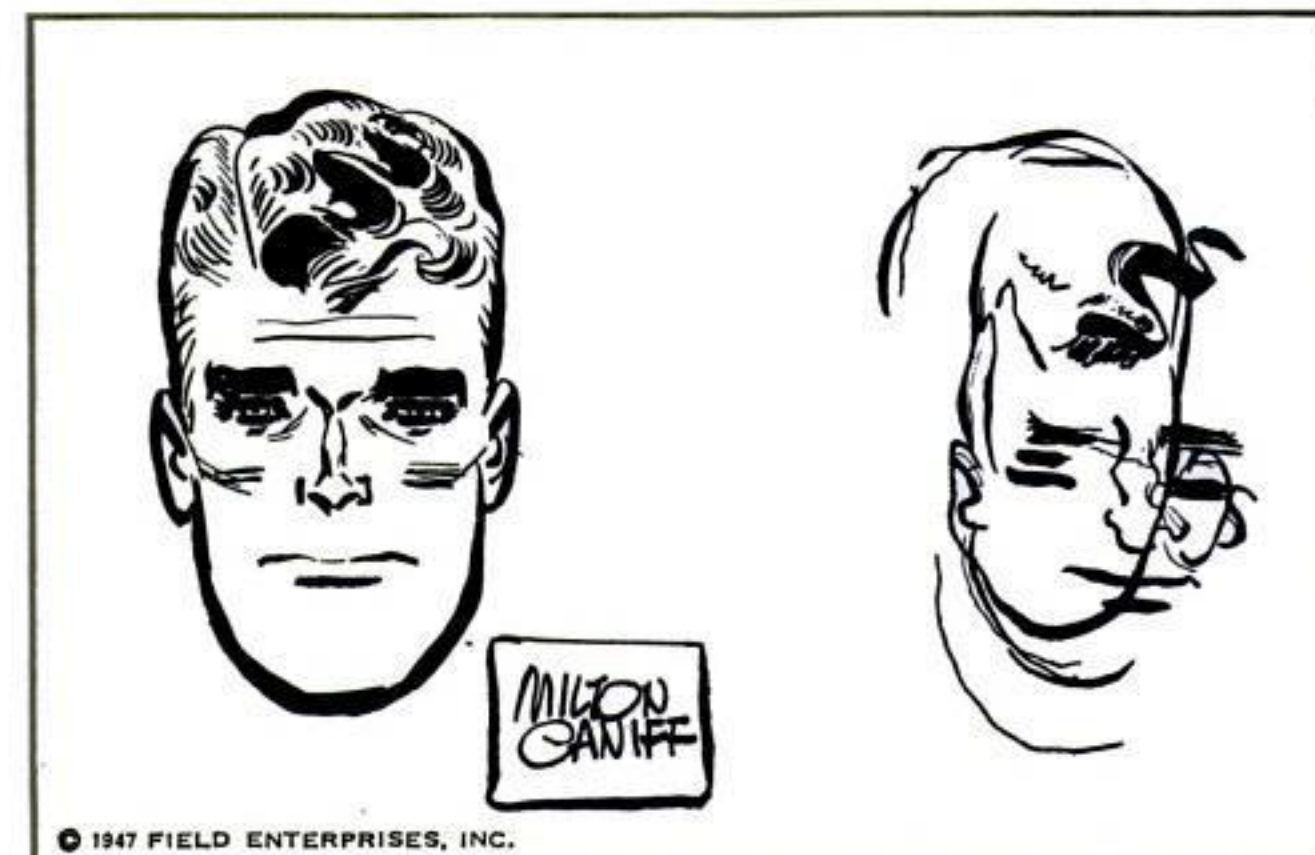
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SECRET AGENT X-9 appears here with his hat and face badly askew. M. G. Graff even managed to get necktie dots on coat lapel and cigaret in left hand.



© 1947 NEWS SYNDICATE CO., INC.

SMILIN' JACK'S tight-lipped grin, which has fascinated all of Artist Zack Mosley's comic heroines for 14 years, is mashed into an evil, lopsided smile.



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STEVE CANYON is hero of a few-weeks-old strip by Milton Caniff, creator of Terry and the Pirates. Obviously (right) Caniff is barely getting acquainted with the character.



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Make your Hot Toddlies with *Three Feathers* and watch guests flock to your door! Everybody has a warm welcome for this smoother, lighter, richer whiskey...the finest-tasting *Three Feathers* in 64 years.
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